# Detailed Program

# Bachelor of Business Administration (BBA)

## (BBA-General)

## Semester- VII

## (2026-2030)

DOC202606030030

RNB GLOBAL UNIVERSITY

Educating stars for tomorrow


## RNB GLOBAL UNIVERSITY

RNB Global City, Ganganagar Road,
Bikaner, Rajasthan 334601

**OVERVIEW**

RNB Global University follows Semester System along with Choice Based Credit System as per latest guidelines of University Grants Commission (UGC). Accordingly, each academic year is divided into two semesters, **Odd (July-December) and Even (January-June).** Also, the university follows a system of continuous evaluation along with regular updating in course curricula and teaching pedagogy.

The curriculum for BBA program for (July – December) Odd Semester, 2029 along with examination pattern is as follows:

**Course Scheme**

**Semester –VII**

| S. No. | Course Code | Category | Course Name | L | T | P | Credits |
|---|---|---|---|---|---|---|---|
| 1. | BBAC22400 | DSC-22 | Econometrics | 3 | 1 | 0 | 4 |
| 2. | | DSE -5 | One from pool of DSE - Group of Specialization Elective | 3 | 1 | 0 | 4 |
| 3. | | DSE - 6/GE-7 | One from pool of DSE - Group of **Specialization Elective** / One from the pool of GE -Group A | 3 | 1 | 0 | 4 |
| 4. | | DSE - 7/GE-8 | One from pool of DSE - Group of **Specialization Elective** / One from the pool of GE -Group A | 3 | 1 | 0 | 4 |
| 5. | DAPE99449 | Research Project- 1 | Dissertation/ Academic Project / Startup | 1 | 0 | 10 | 6 |
| 6. | WHNN99000 | | Workshops/Seminars/Human Values/ Social Service/NCC/NSS | - | - | - | 1 |
| | | | **TOTAL** | **13** | **4** | **10** | **23** |

**DISCIPLINE SPECIFIC ELECTIVES**

| Discipline Specific Electives (DSE) | | | | | | |
|---|---|---|---|---|---|---|
| **S.No.** | **Marketing** | | **L** | **T** | **P** | **Credits** |
| 5 | BBAE23005 | Retail Management (**DSE-5)** | 3 | 1 | 0 | 4 |
| 6 | BBAE23006 | Neuro- Marketing Management **(DSE-6)** | 3 | 1 | 0 | 4 |
| 7 | BBAE23007 | Brand Management **(DSE-7)** | 3 | 1 | 0 | 4 |

| Finance | | | L | T | P | Credits |
|---|---|---|---|---|---|---|
| 5 | BBAE24005 | Project Management (**DSE-5)** | 3 | 1 | 0 | 4 |
| 6 | BBAE24006 | Financial Reporting **(DSE-6)** | 3 | 1 | 0 | 4 |
| 7 | BBAE24007 | International Finance **(DSE-7)** | 3 | 1 | 0 | 4 |
| **Human Resource Management** | | | **L** | **T** | **P** | **Credits** |
| 5 | BBAE25005 | Negotiation and Collective Bargaining **(DSE-5)** | 3 | 1 | 0 | 4 |
| 6 | BBAE25006 | International HR Management **(DSE-6)** | 3 | 1 | 0 | 4 |
| 7 | BBAE25007 | HR Analytics and Metrics **(DSE-7)** | 3 | 1 | 0 | 4 |
| **Foreign Trade** | | | **L** | **T** | **P** | **Credits** |
| 5 | BBAE26005 | International Marketing **(DSE-5)** | 3 | 1 | 0 | 4 |
| 6 | BBAE26006 | International Finance and Currency Markets **(DSE-6)** | 3 | 1 | 0 | 4 |
| 7 | BBAE26007 | Cross-Cultural Management **(DSE-7)** | 3 | 1 | 0 | 4 |
| **Digital Marketing** | | | **L** | **T** | **P** | **Credits** |
| 5 | BBAE27005 | Affiliate marketing **(DSE-5)** | 3 | 1 | 0 | 4 |
| 6 | BBAE27006 | Digital Media Analytics **(DSE-6)** | 3 | 1 | 0 | 4 |
| 7 | BBAE27007 | Social Media Marketing **(DSE-7)** | 3 | 1 | 0 | 4 |

| General Electives | | | | | | |
|---|---|---|---|---|---|---|
| **S. No.** | **Course Code** | **Course Name** | | | | |
| **Group A-Odd Sem.** | | | **L** | **T** | **P** | **Credits** |
| 4 | GEC066003 | Intellectual Property Rights **(GE-7)** | 3 | 1 | 0 | 4 |
| 5 | GEC066005 | Research Problem, Interpretation and Report Writing **(GE-8)** | 3 | 1 | 0 | 4 |

**EVALUATION SCHEME**

The evaluation of the BBA program would be based on Internal and External Assessments. Internal Assessment would consist of 50% of the marks (50 marks) and external assessment (in form of End Term Exam) would consist of remaining 50% marks (50 marks). Detailed scheme of Internal and External Assessments as follows:

**Internal Assessment**

The distribution of Internal Assessment Marks is as follows:

| Type | Details | Marks |
|---|---|---|
| Mid Term | One Mid-term Sessional | 25 |
| Quiz | Quiz based on MCQs | 5 |
| Marks obtained in various Tests, Assignments, Presentations, Quiz, Tutorials, etc. | Average of marks obtained | 15 |
| Academic Performance including Attendance | Eligibility >75% Attendance | 5 |
| **TOTAL** | | **50** |

**External Assessment**

| Type | Marks |
|---|---|
| Theory | 50 |

**EVALUATION SCHEME- WORKSHOPS & SEMINARS &NCC/NSS**

1. NCC/NSS will be completed from Semester I – Semester IV. It will be evaluated internally by the institute. The credit for this will be given at the end of each Semester.
2. The students must join club/clubs with the active participation in different activities of club. The students would be continuously assessed from Semester-I to Semester-IV and credits and marks would be given after the end of each Semester

3. The evaluation of Dissertation/Academic Project/Entrepreneurship of Semester VII and VIII will be done separately. The dissertation report will be evaluated by departmental faculty followed by presentation and viva voce to be evaluated by external expert

## 1. Vision

To educate and inspire capable and competent leaders with a futuristic business acumen & entrepreneurial spirit.

## 2. Mission

To equip the students of school of commerce & management with the ability to explore, examine, think critically, and develop professional skills to become responsible global leaders who can contribute meaningfully to the industry and society through excellence in learning and practice-oriented research.

## 3. Program Educational Objectives (PEO's)

**PEO1:** To develop students to handle business issues as professional and solve the problems.

**PEO2:** To develop students to lead a team as well as work as member of team.

**PEO3:** To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.

## 4. Programme Outcomes (PO's)

After the completion of this program students will be able to:

**PO1. Exhibit** memory of previously learned management knowledge by correlating facts and terminologies.

**PO2. Understand** the impact of societal and environmental factors on business and corporate world and explain its relationship with sustainable development.

**PO3. Demonstrate** knowledge and understanding of the management principles to explore different functional aspects of business world.

**PO4. Develop** technical competence in domestic and global business through the study of major disciplines within the fields of business.

**PO5**. **Apply** the knowledge of business concepts and functions in an integrated manner to solve business problems.

**PO6. Make use of** ethical principles and commit to professional ethics and responsibilities and norms of the Management practice.

**PO7. Organize** a complex issue into a coherent written statement and plan its effective presentation.

**PO8. Function** effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

**PO9.Analyze, and devise solutions** for structured and unstructured business, problems of law and issues using structured, cohesive, and logical reasoning

**PO10. Create and manage** innovations, new business development, and high-growth potential entities. They will be able to create an additional avenue of self-employment andalsotobenefitindustrybyprovidingthemwithsuitabletrainedperson.

**PO11. Examine** and break information into parts to manage projects in multidisciplinary environments.

**PO12. Build** the ability to engage in independent and life-long learning in the broadest context of technological change.

## 5. Program Specific Outcome (PSO's)

**PSO1: Demonstrate understanding of** arrange of disciplines of Management, business accounting, economics, finance, and marketing.

**PSO2: Develop** the proficiency to adopt critical thinking by analysis & interpretation of the situations, cases & construct feasible solutions to solve problems and use decision making skills in business decisions.

**PSO3: Apply** the knowledge of academics in Industry and get trained to exhibit the relevance of conceptual knowledge gained in academics in real professional world through Internship and projects.

**PSO4**: **Adapt** business practices based on the opportunities and challenges of a growing business environment.

| 6.1 Course Outcomes Core Courses | |
|---|---|
| **Course Code & Course Name** | **After completion of these courses' students should be able to** |
| BBAC22400-Econometrics | **CO1:** Understand the components and structure of an econometric model.<br>**CO2:** Differentiate between various types of economic data<br>**CO3:** Perform and interpret tests of significance for regression coefficients<br>**CO4:** Discuss the issues arising from measurement errors in variables<br>**CO5:** Analyze the specification issues in simultaneous equation models |
| GEC066003 – Intellectual Property Rights (From the Pool of GE) | **CO1:** Explain the basic concepts, types, and importance of intellectual property rights, including patents, copyrights, trademarks, and trade secrets.<br>**CO2:** Describe knowledge of the national and international legal frameworks governing intellectual property rights and demonstrate the ability to navigate and comply with these regulations<br>**CO3:** Obtain and enforce intellectual property rights, including the application process for patents, trademarks, and copyrights, as well as strategies for protecting IP assets from infringement.<br>**CO4:** Analyze the role of intellectual property rights in fostering innovation and entrepreneurship, understanding how to leverage IPR for competitive advantage, business growth, and revenue generation.<br>**CO5:** Evaluate the ethical and societal implications of intellectual property rights, including issues related to access, equity, and the balance between private rights and public interests. |
| GEC066005– Research Problem, Interpretation and Report Writing | **CO1:** Define what constitutes a research problem and identify its significance in the research process.<br>**CO2:** Frame a hypothesis that is testable and aligns with the defined research.<br>**CO3:** Recognise the limitations of various hypothesis tests and develop strategies to address them.<br>**CO4:** Understand and be able to create the appropriate layout for a research report.<br>**CO5:** Learn the detailed process of presenting a thesis, including text setting, footnotes, conclusion, and suggestions. |
| DAPE99449-Research Project (Optional) | **CO1:** Design and conduct independent research including formulating research questions, developing hypotheses, and selecting appropriate methodologies.<br>**CO2:** Develop expertise in data collection, management, and analysis using management, and analysis using management, and analysis using.<br>**CO3:** Develop critical thinking and problem-solving abilities by identifying |

| | |
|---|---|
| | research gaps, synthesizing information from various sources, and developing innovative solutions or approaches to address research.<br>**CO4:** Communicate research findings effectively through written reports and oral presentations.<br>**CO5:** Learn the detailed process of writing and presenting a thesis. |

## 6.2 CO PO Mapping

| BBAC22400 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 3 | 2 | 3 | 2 | | 2 | | 3 | 3 | 3 | 3 | 2 |
| CO2 | 2 | | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 3 |
| CO3 | 3 | 2 | 3 | 3 | 3 | | 2 | 2 | | 3 | 2 | 2 |
| CO4 | | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | | 2 |
| CO5 | 2 | | 3 | | 3 | | 2 | 3 | 3 | 2 | 2 | 3 |

| GEC066003 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | | 2 | 3 | 2 | 3 |
| CO2 | | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 |
| CO3 | 3 | 2 | 3 | 2 | 3 | 3 | 1 | 3 | 3 | 1 | 3 | 3 |
| CO4 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | | 3 | 2 | 2 |
| CO5 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |

| GEC066005 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | | 2 | 3 | 2 | 3 |
| CO2 | | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 |
| CO3 | 3 | 2 | | 2 | 3 | 3 | 1 | 3 | 3 | 1 | | 3 |
| CO4 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | | 3 | 2 | 2 |
| CO5 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |

| DAPE99449 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 3 | 3 | 2 | 3 | 1 | 2 | 1 | 2 | 1 | - | 2 | 2 |
| CO2 | 2 | 2 | - | 2 | 2 | - | 1 | 1 | - | 2 | - | 3 |
| CO3 | 1 | 2 | 2 | 3 | 2 | 2 | - | - | 2 | - | 2 | 3 |
| CO4 | 2 | 2 | 1 | 1 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 2 |
| CO5 | 3 | 3 | 2 | 3 | 1 | 2 | 3 | 2 | 3 | 2 | 2 | 3 |

| 7.1 Course outcomes: Discipline Specific Elective: Marketing | |
|---|---|
| **Course Code & Course Name** | **After completion of these courses' students should be able to** |
| BBAE23005– Retail Management | **CO1:** Understanding the concepts of markups and markdowns in merchandise.<br>**CO2:** Define key terms such as retailing, characteristics, evolution of retailing<br>**CO3:** Classify various retail stores in your locality according to their formats.<br>**CO4:** Distinguish between store-based and non-store-based retail formats.<br>**CO5:** Evaluate different pricing strategies used in retail merchandising. |
| BBAE23006– Neuro Marketing | **CO1:** To Understand Neuro Marketing Foundations.<br>**CO2:** To Explore Neuro marketing Tools.<br>**CO3:** To Analyze Consumer Behavior.<br>**CO4:** To Apply Neuro Marketing Strategies.<br>**CO5:** To Develop skills to design and implement marketing campaigns. |
| BBAE23007- Brand Management | **CO1**: Explain various definitions of a brand and branding concepts.<br>**CO2**: Describe the evolution of brands over time.<br>**CO3**: Identify and analyze the factors shaping a brand throughout its life cycle.<br>**CO4**: Distinguish the features of a good brand name and its importance.<br>**CO5**: Evaluate the different functions that brands perform in the market. |

**7.2 CO PO Mapping: Discipline Specific Elective: Marketing**

| BBAE23005 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | - | - | 2 | - | 3 |
| CO2 | - | 2 | 3 | 3 | 2 | - | - | 2 | 3 | 2 | - | 2 |
| CO3 | 2 | - | 2 | 3 | 3 | 2 | - | 3 | 2 | - | 2 | 3 |
| CO4 | 2 | 2 | 2 | 2 | 2 | - | 2 | - | 3 | 2 | 2 | 1 |
| CO5 | 3 | 2 | 2 | 2 | - | - | 3 | 2 | - | 3 | 2 | 3 |

| BBAE23006 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | | 3 | 2 | 3 | 3 |
| CO2 | | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 |
| CO3 | 3 | 2 | 3 | 2 | 3 | 2 | | 3 | 3 | | 2 | 3 |
| CO4 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | | 3 | 2 | 3 |
| CO5 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 3 |

| BBAE23007 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | - | - | 2 | - | 3 |
| CO2 | - | 2 | 3 | 3 | 2 | - | - | 2 | 3 | 2 | - | 2 |
| CO3 | 2 | - | 2 | 3 | 3 | 2 | - | 3 | 2 | - | 2 | 3 |
| CO4 | 2 | 2 | 2 | 2 | 2 | - | 2 | - | 3 | 2 | 2 | 1 |
| CO5 | 3 | 2 | 2 | 2 | - | - | 3 | 2 | - | 3 | 2 | 3 |

| 8.1 Course outcomes: Discipline Specific Elective: Finance | |
|---|---|
| **Course Code & Course Name** | **After completion of these courses' students should be able to** |
| BBAE24005– Project Management | **CO1**: Define a project, identify various categories of projects.<br>**CO2**: Assess technical factors including material inputs, technology, production.<br>**CO3**: Apply network techniques for resource and cost budgeting, scheduling.<br>**CO4:** Learn methods for monitoring the progress of projects.<br>**CO5**: Understand the processes involved in securing and managing project. |
| BBAE24006 – Financial Reporting | **CO1:** Understand the principles and standards governing financial reporting.<br>**CO2:** Learn to prepare and interpret financial statements.<br>**CO3:** Develop skills in analyzing financial statements.<br>**CO4:** Explore contemporary issues and developments in financial reporting.<br>**CO5:** Enhance critical thinking and problem-solving skills. |
| BBAE24007- International Finance | **CO1:** Understand the fundamentals of international finance theory and practice.<br>**CO2:** Analyze the impact of exchange rate movements.<br>**CO3:** Evaluate the role of multinational corporations and financial institutions.<br>**CO4:** Discuss the challenges and opportunities of conducting business.<br>**CO5:** Apply financial tools and techniques to manage risks. |

## 8.2 CO PO Mapping: Discipline Specific Elective: Finance

| BBAE24005 | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 2 | 3 | 2 | 3 | 2 | 1 | 2 | 2 | 3 | 3 | 1 | 3 |
| CO2 | 2 | 2 | 3 | 2 | 1 | 2 | 2 | 2 | 3 | 1 | 2 | 3 |
| CO3 | 3 | 2 | 2 | | 3 | 2 | 2 | 3 | 3 | 2 | | 2 |
| CO4 | 2 | 2 | 2 | 2 | 1 | 3 | 3 | | 2 | 2 | 2 | 2 |
| CO5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |

| BBAE24006 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 3 | 3 | 2 | 3 | 1 | 2 | 1 | 2 | 3 | 2 | 1 | 3 |
| CO2 | 3 | 2 | 2 | 2 | 2 | - | 2 | 1 | 2 | 2 | 2 | 2 |
| CO3 | 2 | 2 | 1 | 1 | 2 | - | 2 | 2 | 3 | 1 | 2 | 3 |
| CO4 | 2 | 1 | 2 | 2 | 2 | 1 | - | - | 2 | 2 | 3 | 2 |
| CO5 | 3 | 3 | 3 | 3 | 3 | - | 3 | 3 | 3 | 3 | 3 | 3 |

| BBAE24007 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 2 | 3 | 2 | 3 | 2 | 1 | 2 | 2 | 3 | 3 | 1 | 3 |
| CO2 | 3 | 2 | 3 | 2 | 1 | 2 | 3 | 2 | 3 | 1 | 2 | 3 |
| CO3 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 2 |
| CO4 | 2 | 2 | 2 | 2 | 1 | 3 | 3 |  | 2 | 2 | 2 | 2 |
| CO5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |

| 9.1 Course outcomes: Discipline Specific Elective: HR | |
|---|---|
| **Course Code & Course Name** | **After completion of these courses' students should be able to** |
| BBAE25005 – Negotiation & Collective Bargaining | **CO1:** Understand the negotiation, identify its nature and characteristics, and distinguish between different negotiation strategies.<br>**CO2:** Learn what is communicated during negotiations and how effective communication can be achieved.<br>**CO3:** Understand the issues and implications of cross-cultural communication in negotiations.<br>**CO4:** Analyze the dynamics of power and relationships in negotiations and how they influence outcomes.<br>**CO5:** Identify the different types of collective bargaining and the recent trends affecting it, especially in the Indian context. |
| BBAE25006 – International HR Management | **CO1:** Understand the impact of globalization on HRM practices.<br>**CO2:** Develop an understanding of cross-cultural management.<br>**CO3:** Analyze the role of HRM in international business strategy.<br>**CO4:** Explore international staffing strategies and expatriate management.<br>**CO5:** Examine global talent management practices. |
| BBAE25007 – HR Analytics & Metrics | **CO1**: Understand the role of analytics in HR value creation.<br>**CO2**: Define HR analytics and its applications.<br>**CO3**: Explore strategic HR metrics and benchmarking.<br>**CO4**: Learn about HR scorecards and workforce scorecards.<br>**CO5**: Evaluate human capital analytics and maturity levels. |

**9.2 CO PO Mapping: Discipline Specific Elective: HR**

| BBAE25005 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 |
| CO2 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 |
| CO3 | 2 | 3 | 3 | | | 2 | | 3 | 2 | 2 | 3 | 2 |
| CO4 | 2 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 3 |
| CO5 | 2 | | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | | 2 |

| BBAE25006 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 1 | | 3 | | 2 | 2 | 2 | | 2 | 1 | 3 | 3 |
| CO2 | 2 | 2 | | 2 | 3 | 1 | 3 | 2 | 3 | | 2 | 3 |
| CO3 | 3 | 2 | 2 | 2 | 1 | 2 | 2 | | 1 | 3 | 1 | 3 |
| CO4 | 1 | | | 2 | 2 | 2 | | 2 | 2 | 2 | | 3 |
| CO5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |

| BBAE25007 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 |
| CO2 | 3 | 3 | 2 | | 2 | 2 | | 2 | 2 | 3 | 2 | 3 |
| CO3 | 2 | 3 | 3 | 3 | | 2 | 2 | 3 | 2 | | 2 | 2 |
| CO4 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 3 |
| CO5 | 2 | | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 2 |

| 10.1 Course outcomes: Discipline Specific Elective: Foreign Trade | |
|---|---|
| **Course Code & Course Name** | **After completion of these courses' students should be able to** |
| BBAE26005-International Marketing | **CO1:** Understand the key concepts & principles of international marketing.<br>**CO2:** Analyze the complexities and challenges of marketing<br>**CO3:** Develop skills in market research, STP in global context.<br>**CO4:** Apply product, branding, promotion, and distribution strategies.<br>**CO5:** Evaluate the effectiveness of international marketing strategies. |
| BBAE26006-International Finance & Currency Markets | **CO1**: Understand the Foreign Exchange Market.<br>**CO2**: Analyze Exchange Rate Determinants.<br>**CO3**: Evaluate Exchange Rate Risk Management Strategies.<br>**CO4**: Examine International Financial Institutions.<br>**CO5**: Explore International Capital Markets. |
| BBAE26007-Cross Culture Management | **CO1:** Understand the impact of cultural differences.<br>**CO2:** Develop cultural intelligence and cross-cultural communication skills.<br>**CO3:** Acquire strategies for effective cross-cultural negotiation.<br>**CO4:** Enhance awareness of diversity and inclusion issues.<br>**CO5:** Apply cross-cultural management concepts and techniques. |

**10.2 CO PO Mapping: Discipline Specific Elective: Foreign Trade**

| BBAE26005 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 3 | 2 | 3 | 2 | 2 | 2 | | 2 | 2 | 2 | 2 | 2 |
| CO2 | 3 | | | 3 | | | 2 | | 1 | 3 | 2 | 3 |
| CO3 | | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | | 3 | 2 |
| CO4 | 2 | 2 | | 3 | 3 | | 3 | 3 | 2 | 2 | 3 | 3 |
| CO5 | 2 | | 2 | 2 | | 2 | 3 | 2 | 3 | 2 | 2 | 2 |

| BBAE26006 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 3 | | 3 | 2 | 2 | 2 | 2 | 3 | 2 | | 2 | 3 |
| CO2 | 2 | 2 | | 3 | 3 | | 2 | 2 | 3 | 3 | 2 | 2 |
| CO3 | 3 | 2 | 2 | 2 | | 2 | 2 | 3 | 3 | 3 | 3 | 3 |
| CO4 | | | | 2 | 2 | 2 | | 2 | 2 | 2 | | 3 |
| CO5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |

| BBAE26007 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 3 | 2 | 3 | 2 | 2 | 2 | | 2 | 2 | 2 | 2 | 2 |
| CO2 | 3 | 2 | | 3 | 2 | | 2 | | 3 | 3 | 3 | 3 |
| CO3 | | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | | 3 | 2 |
| CO4 | 2 | 2 | | 3 | 3 | | 3 | 3 | 2 | 2 | 3 | 3 |
| CO5 | 2 | | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 2 |

| 11.1 Course outcomes: Discipline Specific Elective: Digital Marketing | |
|---|---|
| **Course Code & Course Name** | **After completion of these courses' students should be able to** |
| BBAE27005-Affiliate Marketing | **CO1:** Understand the History and Evolution of Affiliate Marketing<br>**CO2:** Understand the Basics and Concepts of Affiliate Marketing<br>**CO3:** Familiarize with Affiliate Program Payment Methods<br>**CO4:** Able to Discover strategies for optimizing affiliate marketing efforts<br>**CO5:** Explore various methods for promoting affiliate programs. |
| BBAE27006-Digital Media Analytics | **CO1**: Understand the role of web analytics the digital marketing landscape.<br>**CO2**: Identify, define, and interpret commonly used web metrics and KPIs.<br>**CO3**: Analyze social media data to derive marketing insights.<br>**CO4**: Make informed decisions using case-based methods.<br>**CO5**: Analyze the utility aspects of the different digital media. |
| BBAE27007-Social Media Marketing | **CO1**: Understand the fundamentals of social media marketing.<br>**CO2**: Develop strategies for building and managing social media profiles.<br>**CO3**: Create compelling content tailored to different social media.<br>**CO4**: Implement social media advertising and targeting techniques.<br>**CO5**: Utilize social media analytics to measure and optimize campaign. |

## 11.2 CO PO Mapping - Discipline Specific Elective: Digital Marketing

| BBAE27005 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 3 | 3 | | 2 | 2 | | 2 | 3 | 3 | 2 | 3 | 3 |
| CO2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | | 3 | 3 |
| CO3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | | 3 | 3 | 3 | 3 |
| CO4 | 2 | | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | | 2 |
| CO5 | 3 | 3 | 2 | 2 | 1 | 2 | | 3 | 3 | 2 | 3 | 3 |

| BBAE27006 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 3 | 2 | 3 | 3 | 3 | | 3 | 2 | 2 | 3 | 3 | 2 |
| CO2 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | | 3 | 3 |
| CO3 | 3 | 3 | | 3 | | 3 | 3 | 3 | | 3 | 3 | 3 |
| CO4 | 3 | | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 |
| CO5 | 3 | 3 | 3 | | 3 | 3 | | | 3 | 3 | 3 | 3 |

| BBAE27007 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 3 | 3 | | 2 | 2 | | 2 | | 3 | 2 | 3 | 3 |
| CO2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 |
| CO3 | 3 | 3 | 3 | | | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | | 2 |
| CO5 | 3 | 3 | 2 | 2 | 3 | 2 | | | 3 | 2 | 3 | 3 |

# 12. Curriculum

## Course Name: Econometrics
## Course Code: BBAC22400

**Course Objectives:**

**CO1**: Understand the components and structure of an econometric model, including dependent and independent variables, and the role of error terms.

**CO2**: Differentiate between various types of economic data: cross-sectional, time series, pooled cross-sectional, and panel data.

**CO3**: Perform and interpret tests of significance for regression coefficients to assess their statistical importance.

**CO4**: Discuss the issues arising from measurement errors in variables and their consequences on econometric analysis.

**CO5**: Analyze & explore the specification issues in simultaneous equation models and understand the problem of simultaneous bias and inconsistency of OLS estimators.

**Course Outline:**

**Unit I: Nature of Econometrics and Economic Data**

**Definition of Econometrics**- Steps in Empirical Economic Analysis-Econometric Model-The Role of Measurement in Economics-The structure of Economic Data: Cross-Sectional data, Time Series data, Pooled Cross Section data, Panel Data.

**Unit II: Simple Regression Model-** Two variable linear regression model: Assumptions, Estimation of Parameters, Tests of Significance, and properties of Estimators-Functional forms of Regression Models-Log-linear models, Semi log-models and Reciprocal medals-Choice of functional form.

**Unit III: The General Linear Model-** Review of Assumptions, Estimation and Properties of Estimators: Un-biasness, BLUEs, and Tests of significance of estimates-Analysis of Variance-Dummy variables-Nature of Dummy Variables-Use of Dummy variables-Errors in variables and its consequences.

**Unit IV: Auto-regressive and Distributed Lag Models-** Introduction-Types of Lag schemes-Koyck's lag model, Almon's Lag scheme, Partial Adjustment and Expectations Models-Causality in Economics-The Granger Causality Test.

**Unit V: Simultaneous Equation Models-** Specification- Simultaneous Bias-Inconsistency of OLS Estimators-The concept of identification, Rank and Order conditions for Identification-Indirect Least Squares-Two stage Least Squares (without proof), Problems.

**Text and Reference Books:**


1. Johnston, J: Econometric Methods, McGraw-Hill Book Co., New York.
2. Maddala, G.S: Econometrics, McGraw-Hill Book Co., New York, 3rd Rd.
3. Gujarathi, D.N: Basic Econometrics, Fourth Edition, Tata McGraw-Hill, New Delhi.
4. Tintner, G: Econometrics, John Wiley & Sons, New York.
5. Wooldridge, Jeffery M: Econometrics, Cengage Learning India Pvt. Ltd. New Delhi


## Discipline Specific Electives

## Marketing

## Course Name: Retail Management
## Course Code: BBAE23005

**CO1:** Understanding: Describe the concepts of markups and markdowns in merchandise management.
**CO2:** Define key terms such as retailing, characteristics, and evolution of retailing in India & understanding:
**CO3:** Applying: Classify various retail stores in your locality according to their formats.
**CO4:** Analyzing: Distinguish between store-based and non-store-based retail formats.
**CO5:** Evaluating: Evaluate different pricing strategies used in retail merchandising.

**Course Outline**

**Unit I:** Introduction to Retailing, Definition, Characteristics, Evolution of Retailing in India, Retailing in India, Emerging Trends in Retailing, Factors Behind the change of Indian Retail Industry.

**Unit II:** Retail Formats: Retail Sales by ownership, based on Merchandise offered, non-store Based retail mix & Non- traditional selling.

**Unit III:** Store Planning: Design & Layout, Location Planning, and its importance, retailing image mix, Effective Retail Space Management, Floor Space Management.

**Unit IV:** Retail Marketing: Advertising & Sales Promotion, Store Positioning, Retail Marketing Mix, CRM, Advertising in Retailing.

**Unit V:** Retail Merchandising: Buying function, Markups & Markdown in merchandise management, shrinkage in Retail merchandise management; Merchandise Pricing: Concept of Merchandise Pricing, Pricing Options, Pricing Strategies, Pricing Objectives, Types of Pricing.

**Unit VI** Retail Operation: Elements/Components of Retail Store Operation, Store Administration, Store Manager –Responsibilities, Inventory Management, Management of Receipts, Customer Service, Management of Retail Outlet/Store, Store Maintenance, Store Security.

**Suggested Readings**

1. Cullen & Newman: Retailing – Environment & Operations, Cengage Learning EMEA
2. Berman & Evart: Retail Management, Prentice Hall.
3. Bajaj, Tuli & Srivastava: Retail Management- Oxford University Publications
4. Gibson G Vedamani: Retail Management: Functional principles & practices, Jaico Publishing House.
5. Harjit Singh: Retail Management, S. Chand Publication.

## Course Name: Neuro Marketing Management
## Course Code: BBAE23006

**Course Objectives:**

**CO1**: To Understand Neuro Marketing Foundations.
**CO2**: To Explore Neuromarketing Tools
**CO3**: To Analyze Consumer Behavior
**CO4**: To Apply Neuro Marketing Strategies
**CO5**: To Develop skills to design and implement marketing campaigns based on neuro marketing research findings.

**Unit I: Introduction to Neuromarketing -** Concepts of consumer neuroscience. - History and evolution of neuromarketing; Neuroscience Fundamentals - Basic brain functions and structures relevant to marketing. - Introduction to behavioral science.

**Unit II: Neuromarketing Tools and Technologies** - Overview of technologies: fMRI, EEG, eye tracking, and facial coding. - Strengths and limitations of each tool. **Consumer Psychology and Neurological Insights -** How emotions, attention, and memory affect buying behavior. - The role of the subconscious in consumer decisions.

**Unit III: Designing Neuromarketing Studies** - Formulating hypotheses and designing experiments. - Data collection and analysis methods. **Applying Neuromarketing to Marketing Strategies** - Case studies on product placement, pricing strategies, and advertising. - Integrating sensory marketing into product design.

**Unit IV: Ethical Considerations in Neuromarketing -** Discussion of privacy, consent, and the potential for manipulation. - Developing ethical guidelines for neuromarketing research. **Future Trends in Neuromarketing -** The impact of digital technologies and artificial intelligence. - Predictions and upcoming trends in the field.

**References:**

1. Bugology: Truth and Lies About Why We Buy" by Martin Lindstrom
2. “Neuromarketing: Understanding the Buy Buttons in Your Customer's Brain" by Patrick Reinvoice and Christophe Morin
3. "The Buying Brain: Secrets for Selling to the Subconscious Mind" by A.K. Pradeep
4. “Neuromarketing: Exploring the Brain of the Consumer” edited by Leon Zurawik

5. "Consumer Neuroscience: Neuropsychological Explanations of Consumer Behavior" edited by Thomas Zoega Ramsay
6. "Decoded: The Science Behind Why We Buy" by Phil Barden

## Course Name: Brand Management
## Course Code: BBAE23007

**Course Objective**: To understand the methods of managing brands and strategies for brand Management.
**CO1**: Explain the meaning and various definitions of a brand and branding concepts.
**CO2**: Describe the evolution of brands over time.
**CO3**: Identify and analyze the factors shaping a brand throughout its life cycle.
**CO4**: Distinguish the features of a good brand name and its importance.
**CO5**: Evaluate the different functions that brands perform in the market & discuss the significance of brands for businesses and consumers

**Course Outline:**
**Unit I**: INTRODUCTION TO BRAND Meaning and Definitions of Brand – Branding- Concepts – Brand Evolution– Factors shaping a brand over its life cycle- Features of good brand name- Functions of Brand - Significance of Brands – Different Types of Brands – Co branding – Store Brands-Branding Challenges and Opportunities, Brand Choice decision and models, launching a new brand, Building brand in Indian Market,

**Unit II**: BRAND STRATEGIES Strategic Brand Management process – Identifying and establishing brand positioning and values- Brand building, brand positioning and values brand repositioning-designing and implementing brand strategies, brand extension, brand transfer, brand hierarchy – Branding for Global Markets – Competing with foreign brands, Digital branding, Global branding, Corporate Branding, Service branding, B2B branding

**Unit III**: BRAND COMMUNICATIONS, BRAND EXTENSION AND BRAND EQUITY BRAND COMMUNICATION - Brand image Building – Brand Loyalty programmes– Brand Promotion Methods – Role of Brand ambassadors, celebrities – On line Brand Promotions. BRAND EXTENSION – Naming new brand and extension, Advantages of extension, disadvantages of extension, Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension – Re-branding and re-launching.

**Unit IV**: BRAND EQUITY -Customer based brand equity, Concept of brand equity, sources of brand equity, benefits of brand equity, choosing brand elements to build brand equity, Brand element choice criteria, Brand element option, brand element tactics, brand valuation and performance.

**Suggested Readings:**

1. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall, 4rd Edition, 2012.
2. Moorthi YLR, Brand Management – I edition, Vikas Publishing House 2012
3. Lan Batey, Asian Branding – A Great way to fly, PHI, Singapore, 2002.
4. Paul Tmepoal, Branding in Asia, John Willy, 2000.

5. Ramesh Kumar, Managing Indian Brands, Vikas Publication, India, 2002.
6. Jagdeep Kapoor, Brandex, Bitran, India, 2005.
7. Mahim Sagar, Deepali Singh, Bitran, Achintya Gupta. –Brand Management Ane Books Bitran – (2009).
8. Gulnar Sharma and Karan Singh Kundai, Brand Management, Himalaya Publishing House (2012)
9. Aaker, David A: Building a Strong Brands, Free Press, New York
10. Joel Kapferer: Strategic Brand Management, Kogen Page

## Finance
## Course Name: Project Management
## Course Code: BBAE24005

**Course Objectives:**

**CO1**: Students will be able to define a project, identify various categories of projects, and explain the project development cycle.
**CO2**: Students will assess technical factors including material inputs, technology, production, plant capacity, location, and site selection.
**CO3**: Students will apply network techniques for resource and cost budgeting and scheduling.
**CO4:** Students will learn methods for monitoring the progress of projects.
**CO5**: Students will understand the processes involved in securing and managing project financing.

**Course Outline**

**Unit I Basic Concept** of a project, categories of project, project development cycle. The concept of project management, tools & techniques of project management. Forms of project organizations.

**Unit II Project Formulation**

Project identification, Project formulation and preparation: Market and demand estimation, market survey, demand forecasting technical factors-Material inputs, technology, production, plant capacity, location and site, civil works, charts, layouts, work schedule, cost of project, means of financing, estimates of cost, financial projections.

**Unit III Process of Project Appraisal**

Technical, Economic, Financial, Legal and Social appraisal of the Industrial Projects, Problems arising due to rate of discount, wage–rate, exchange rates, treatment of taxes, social cost-benefits, treatment of risk and uncertainty, sensitivity analysis and probability approach single as well as multiple projects.

**Unit IV Implementation of Projects**

Project scheduling, network techniques for resource and cost budgeting and scheduling, project management teams and coordination.

**Unit V Monitoring and Control of Projects**

Monitoring and post implementation, evaluation of the project, project financing.

**Suggested Readings**

1. Chandra Prasanna - Project: Preparation, Appraisal, Budgeting, and Implementation. (TMH, 5th Ed.)
2. Mohsin M. - Project Planning and Control (Vikas)
3. Goyal BB – Project Management: A Development Perspective (Deep & Deep)
4. Chaudhary, S – Project Management (Tata Mc Graw Hill)
5. Young TL – The Hand Book of Project Management (Kogan Page)
6. Desai, Vasant, "*Project Management*", Himalaya Publishing House.
7. Chandra, Prasanna, "*Projects: Planning, Analysis, Financing, Implementation and Review,"* Tata McGraw Hill Publishing Company Limited, Fifth Edition.
8. Nagarajan, K., *"Project Management",* New Age International (P) limited, Publishers.
9. Maheshwari, S.N., "Management *Accounting & Financial Control"*, Sultan Chand & Sons, Fourteenth Edition.

## Course Name: Financial Reporting
## Course Code: BBAE24006

**Course Objective:**

**CO1:** Understand the principles and standards governing financial reporting.
**CO2:** Learn to prepare and interpret financial statements in accordance with GAAP.
**CO3:** Develop skills in analyzing financial statements to assess a company's financial performance and position
**CO4:** Explore contemporary issues and developments in financial reporting.
**CO5:** Enhance critical thinking and problem-solving skills in accounting and financial reporting.

**Unit I**

Introduction to Financial Reporting -Overview of financial reporting, Role of financial statements in decision-making, Generally Accepted Accounting Principles (GAAP) and International Financial Reporting Standards (IFRS), Financial Statement Presentation- Structure and content of financial statements (balance sheet, income statement, cash flow statement, statement of changes in equity), Notes to financial statements and disclosures.

**Unit II**

Revenue Recognition- Principles of revenue recognition, Revenue recognition methods (percentage of completion, completed contract, etc.), Multiple-element arrangements and software revenue recognition, Expense Recognition- Matching principle and accrual accounting, Expense recognition for tangible and intangible assets, Depreciation, amortization, and impairment.

**Unit III**

Accounting for Assets- Property, plant, and equipment (PP&E), Intangible assets (goodwill, patents, trademarks), Investment properties and fair value accounting, Accounting for Liabilities- Current vs. long-term liabilities, Contingent liabilities and provisions, Accounting for leases and pensions.

**Unit IV**

Accounting for Equity- Share capital and reserves, Treasury stock transactions, Dividends and dividend policies, Financial Statement Analysis- Ratio analysis (liquidity, solvency, profitability, efficiency), Common-size analysis and trend analysis, DuPont analysis and decomposition of return on equity (ROE).

**Unit V**

Consolidated Financial Statements- Accounting for business combinations, Consolidation procedures and elimination entries, Equity method vs. proportionate consolidation, Statement of Cash Flows- Operating, investing, and financing activities, Direct vs. indirect method of preparing the statement of cash flows, Cash flow ratios and analysis

**Reference books**


1. Accounting and Auditing Research and Databases by Thomas R. Weirich.
2. Accounting control best practices by Steven M. Bragg.
3. Encyclopedia of business and finance by Burton S. Kaliski, editor-in-chief.
4. Everyday finance: economics, personal money management, and entrepreneurship by Thomas Riggs, editor.
5. Routledge companion to accounting history by John Richard Edwards and Stephen P. Walker, editors.


## Course Name: International Finance
## Course Code: BBAE24007

**Course Objectives:**

**CO1:** Understand the fundamentals of international finance theory and practice.
**CO2:** Analyze the impact of exchange rate movements on international trade and investment.
**CO3:** Evaluate the role of multinational corporations and financial institutions in global finance.
**CO4:** Discuss the challenges and opportunities of conducting business in the international financial environment.
**CO5:** Apply financial tools and techniques to manage risks associated with international transactions.

**Course Outline:**

**Unit I**

Introduction to International Finance-Overview of international finance, Importance of international financial markets, Key concepts and terminology, Foreign Exchange Markets - Structure and participants in foreign exchange markets, Spot and forward exchange rates, Currency quotations and cross rates

**Unit II**

Exchange Rate Determination - Purchasing Power Parity (PPP), Interest rate parity, the role of expectations in exchange rate determination, International Parity Conditions -Covered interest rate parity, Uncovered interest rate parity, International Fisher Effect

**Unit III**

Balance of Payments - Components of the balance of payments, Current account and capital account Implications for exchange rates and trade balances, International Monetary System- Historical perspectives on the international monetary system, Fixed vs. floating exchange rate regimes, Role of international financial institutions (IMF, World Bank)

**Unit IV**

International Investment- Foreign direct investment (FDI) vs. portfolio investment, Factors influencing international investment decisions, Risks and returns of international investment, Multinational Corporations (MNCs)- Characteristics and motivations of MNCs, Financial management of MNCs, Transfer pricing and taxation issues

**Unit V**

Managing Currency Risk- Transaction exposure, Translation exposure, Economic exposure and hedging strategies, Global Capital Markets- International bond markets, Eurocurrency market Emerging market finance, Sovereign Risk and Country Risk Analysis- Political risk assessment, Credit risk analysis of sovereign debt, Role of credit rating agencies.

**Suggested Readings-**


1. Basu, Kaushik (1997), Analytical Development Economics: The Less Developed Economy Revisited, The MIT Press.
2. Bird, Graham (2004), International Finance and the Developing Economies, Palgrave Macmillan.
3. Bell, Crave (2003), Development Policy as Public Finance, Oxford University Press
4. Gale, Douglas (1994), "The Efficient Design of Public Debt," in Franklin Allen and D. Gale, Financial Innovation and Risk Sharing, The MIT Press.
5. Gibson, Heather D. (1996), International Finance: Exchange Rates and Financial Flaws in the International System, Longman.

## Human Resource

## Course Name: Negotiation and Collective Bargaining
## Course Code: BBAE25005

**Course Objectives:**

**CO1:** Understand the negotiation, identify its nature and characteristics, and distinguish between different negotiation strategies.
**CO2:** Learn what is communicated during negotiations and how effective communication can be achieved.
**CO3:** Understand the issues and implications of cross-cultural communication in negotiations.
**CO4:** Analyze the dynamics of power and relationships in negotiations and how they influence outcomes.
**CO5:** Identify the different types of collective bargaining and the recent trends affecting it, especially in the Indian context.

**Course Outline**

**Unit I Negotiation:** Nature, Characteristics, Strategy and Tactics of Distributive Bargaining, Strategy and Tactics of Integrative Negotiation; Strategy and Planning for Negotiation.

**Unit II Negotiation Sub processes:** Perception, Cognition and Emotion Communication: What is communicated during negotiation and how people communicate in Negotiation.
Best Practices in Negotiation – Fundamental Structure of negotiation and BATNA.

**Unit III Cultural aspects of International Business negotiation**- Hofstede's dimension of culture and their influence on International Business negotiation - cross culture Communicate on: Issues and Implications – The role of time in Business negotiation – The role of atmosphere in negotiations.

**Unit IV Ethics in negotiations** – Communication in negotiations – Negotiation power and relationships in negotiations – Best practices in negotiations – Business Etiquette –
Assertive skills – Personality and negotiation skills.

**Unit V Collective bargaining**: Industrial Dispute, Employee Dissatisfaction, Grievances – Grievance Redressal mechanism; Importance of collective bargaining, procedure of collective bargaining, essentials of successful collective bargaining, problems of collective bargaining in India, types of bargaining, recent trends in collective bargaining.

**Suggested Readings:**
1. Lewicki, Saunders & Barry - Negotiation (Tata Mc Graw Hill, 5th Ed.).
2. B.D. Singh - Negotiation Made Simple (Excel Books, 1st Ed.).
3. Pareek Udai - Understanding Organizational Behaviour (Oxford).
4. Rao S.L. - Negotiation Made Simple (Excel Books, 1st Ed.).

5. Cohen S - Negotiation Skills for Managers (Tata Mc Graw Hill, 1st Ed.).

## Course Name: International Human Resource Management
## Course Code: BBAE25006

**Course Objectives:**

- Understand the impact of globalization on HRM practices.
- Develop an understanding of cross-cultural management and its implications for HRM.
- Analyze the role of HRM in international business strategy.
- Explore international staffing strategies and expatriate management.
- Examine global talent management practices.

**Course Outline:**

**UNIT I Introduction to International Human Resource Management**
- Definition and scope of International HRM
- Globalization and its impact on HRM
- Cultural dimensions and their implications for HRM

**UNIT II International Business Strategy and HRM**
- The role of HRM in international business strategy
- Aligning HR practices with organizational goals
- HRM challenges in multinational corporations

**UNIT III International Staffing and Talent Management Strategies**
- Approaches to international staffing
- Expatriate management
- Talent acquisition and retention in a global context
- Succession planning and leadership development
- Performance management in multinational teams

**UNIT VI Emerging Trends in International HRM**
- Cultural dimensions and their impact on management practices
- Remote work and virtual teams
- Diversity, equity, and inclusion in global organizations
- HR technology and its impact on international HRM

**Suggested Reading:**
1. Dowling, P. J., Fasting, M., & Engle, A. D. (2017). International Human Resource Management. Cengage Learning.
2. Scullion, H., & Collings, D. G. (2011).
3. Global Talent Management. Routledge.

# Course Name: HR Analytics & Metrics
# Course Code: BBAE25007

**Course Objectives**:

**CO1**: Understand the role of analytics in HR value creation.

**CO2**: Define HR analytics and its applications.

**CO3**: Explore strategic HR metrics and benchmarking.

**CO4**: Learn about HR scorecards and workforce scorecards.

**CO5**: Gain insights into data-driven HR analytics.

**CO6**: Evaluate human capital analytics and maturity levels.

**Course Outline:**

**Unit I: HR Analytics in Perspective**- Role of analytics in HR value creation; Defining HR analytics; Understanding the organizational system and locating HR challenges within it.

**Unit II: HRA Frameworks**- Strategic HR metrics versus benchmarking; HR scorecards, workforce scorecards, and their differences; HR maturity framework levels (from 1 to 5); Overarching components of an effective analytics framework.

**Unit III: Basics of HR Analytics**- Evolution and analytical capabilities; Analytic value chain and model; Typical applications of HR analytics; Predictive analytics steps: Determine KPIs, analyze data, interpret results, and predict the future.

**Unit IV: Insight into Data-Driven HRA**- Data sources, questions faced, and data issues; Connecting HR analytics to business benefits (case studies); Techniques for establishing questions and obtaining/cleaning data.

**Unit V: HR Metrics**- Defining metrics and understanding demographics; Types of data and tying data sets together; Challenges in obtaining data and ethical considerations; Human capital analytics continuum.

**Unit VI: HR Scorecard**- Assessing HR programs, engagement, and turnover; Linking HR data to operational performance and stock performance; Guidelines for implementing an HR scorecard.

**References**:


- "Applying Advanced Analytics to HR Management Decisions: Methods for selection, developing incentives, and improving Collaboration" -James C. Sesil.
- "People Analytics in the Era of Big Data: Changing the Way You Attract, Acquire, Develop, and Retain Talent" - Jean Paul ISON and Jesse S. Harriott
- "HR Analytics: A Practical Approach" - Dr. Kumar Sambhav Prasad
- "People Analytics: How Social Sensing Technology Will Transform Business and What It Tells Us about the Future of Work" - Ben Waber

# Foreign Trade

## Course Name: International Marketing
## Course Code: BBAE26005

**Course Objective -**
This course explores the concepts, strategies, and challenges of marketing products and services in a global context. Students will examine the cultural, economic, legal, and technological factors that influence international marketing decisions. Through case studies, projects, and practical exercises, students will develop the skills necessary to create and implement effective international marketing strategies.

**Course Outline:**

**Unit 1: Introduction to International Marketing**
- Understanding Global Marketing Environment
- Cultural, Social, and Economic Factors in International Marketing
- Market Entry Strategies: Exporting, Licensing, Joint Ventures, and Direct Investment
- Global Marketing Research and Market Segmentation
- Assessing Global Market Opportunities
- Ethical and Legal Issues in International Marketing

**Unit 2: Market Selection and Entry Strategies**
- Market Entry Modes: Exporting, Contractual Agreements, and Foreign Direct Investment
- Evaluating Foreign Markets: Market Screening and Country Analysis
- Market Segmentation and Targeting in International Markets
- Product Adaptation and Standardization Strategies
- Distribution Channel Strategies for Global Markets
- Pricing Strategies in International Marketing

**Unit 3: International Marketing Mix**
- Product and Brand Management in Global Markets
- Promotional Strategies in International Marketing
- Integrated Marketing Communication (IMC) in Global Campaigns
- Digital Marketing and E-commerce in International Context
- International Retailing and Global Distribution Strategies
- Customer Relationship Management (CRM) in International Markets

**Unit 4: Managing International Marketing Operations**
- Global Supply Chain Management
- International Logistics and Transportation
- Cross-Cultural Negotiation and Relationship Building
- Managing Global Marketing Teams and Partnerships

- Performance Measurement and Control in International Marketing
- Crisis Management and Risk Mitigation in Global Markets

**Reference books**

(a) "Global Marketing" by Warren J. Keegan and Mark C. Green
(b) "International Marketing" by Philip R. Cateora, John Graham, and Mary C. Gilly

## Course Name: International Finance and Currency Markets
## Course Code: BBAE26006

**Course Objective -**
This course provides an in-depth exploration of international finance and currency markets, examining the theories, institutions, and mechanisms that govern global financial flows and exchange rate dynamics. Students will develop a comprehensive understanding of the factors influencing international capital movements, exchange rate determination, and the role of central banks in managing currency markets.

**Detailed Syllabus**

**Unit 1: Introduction to International Finance**
- Overview of International Finance
- Theories of Exchange Rate Determination
- Balance of Payments Analysis
- International Monetary System
- Foreign Exchange Markets: Structure and Functions

**Unit 2: Exchange Rate Regimes and Policies**
- Fixed vs. Floating Exchange Rate Systems
- Managed Floating and Pegged Exchange Rates
- Currency Boards and Dollarization
- Exchange Rate Policy Tools: Interest Rates, Money Supply, and Intervention
- Optimal Currency Areas and Currency Unions

**Unit 3: International Capital Flows and Financial Markets**
- Capital Mobility and Capital Flows
- Determinants of Foreign Direct Investment (FDI) and Portfolio Investment
- Global Capital Market Integration
- Financial Crises and Contagion
- International Financial Institutions: IMF, World Bank, and Regional Development Banks

**Unit 4: Currency Risk Management and Hedging Strategies**
- Currency Risk Exposure: Transaction, Translation, and Economic Exposure

- Foreign Exchange Risk Measurement and Quantification
- Currency Derivatives: Forward Contracts, Futures, Options, and Swaps
- Hedging Techniques and Strategies

**Reference books**
**Textbook:**

- "International Financial Management" by Cheol Eun and Bruce Resnick

**Additional Readings:**

- "The Economics of Money, Banking, and Financial Markets" by Frederic S. Mishkin
- "Currency Wars: The Making of the Next Global Crisis" by James Rickards
- Various academic journals and research papers in international finance

## Course Name: Cross-Cultural Management
## Course Code: BBAE26007

**Course Objective -**

This course provides an in-depth exploration of the theories, practices, and challenges associated with managing across cultures in global organizations. Students will examine the impact of cultural differences on various aspects of management, including leadership, communication, negotiation, and decision-making. Through case studies, simulations, and experiential learning activities, students will develop the intercultural competencies necessary for effective cross-cultural management.

**Course Outlines -**

**Unit 1: Introduction to Cross-Cultural Management**

- Understanding Culture and its Impact on Organizations
- Cultural Dimensions and Frameworks (e.g., Hofstede, Trompenaars, and Hall)
- Cultural Intelligence (CQ) and its Importance in Global Business
- Challenges and Opportunities of Cross-Cultural Management
- Cultural Adaptation and Adjustment Strategies
- Ethical and Social Responsibility Considerations in Cross-Cultural Contexts

**Unit 2: Leadership and Communication Across Cultures**

- Cultural Variations in Leadership Styles and Approaches
- Cross-Cultural Communication Competence
- High-Context vs. Low-Context Communication Cultures
- Language and Nonverbal Communication in Cross-Cultural Settings
- Leading and Managing Diverse Teams
- Conflict Resolution and Negotiation in Cross-Cultural Contexts

**Unit 3: Managing Diversity and Inclusion**

- Diversity in Global Workforces
- Inclusive Leadership Practices
- Promoting Diversity and Inclusion in Organizations
- Addressing Unconscious Bias and Stereotypes
- Building Cross-Cultural Trust and Collaboration
- Employee Engagement and Motivation in Diverse Teams

**Unit 4: Global Talent Management and HR Practices**

- Recruitment and Selection Across Cultures
- Training and Development for Cross-Cultural Competence
- Performance Management in Global Contexts
- Expatriate Management and Cross-Cultural Assignments
- Cross-Cultural Training and Development Programs
- Succession Planning and Career Development in Multinational Organizations

**Reference books**

- "Cross-Cultural Management: Essential Concepts" by David C. Thomas and Mark F. Peterson
- "Managing Cultural Differences: Global Leadership Strategies for the 21st
- Century" by Robert T. Moran, Philip R. Harris, and Sarah V. Moran

# Digital Marketing

## Course Name: Affiliate marketing
## Course Code: BBAE27005

**Course Objective**

Understand the History and Evolution of Affiliate Marketing &the Basics and Concepts of Affiliate Marketing**,** Familiarize with Affiliate Program developing strategies for optimizing affiliate marketing efforts based on performance data.

**Course Outline**

**Unit I**

Introduction to Affiliate Marketing: History of Affiliate Marketing, the basis of Affiliate Marketing, how affiliate Marketing works, Affiliate Program payment methods, Cookies and Affiliates, Tiered Affiliate Marketing, Cross selling and up selling, multi-tier marketing and commissions, List of affiliate marketing software

**Unit II**

Affiliate Marketing Platforms: Affiliate marketing with Commission Junction, Affiliate Marketing with Link share, Affiliate Marketing with One Network Direct, Affiliate Marketing with Share a

Sale, Affiliate Marketing with Pilums, Affiliate Marketing with Amazon Associates, Affiliate Marketing with Flex offers, Affiliate Marketing with click bank, Affiliate Marketing with Commission So up, Affiliate Marketing with Local affiliate Programs

**Unit III**

Enrolling in an Affiliate Marketing Program: Signing up as an Affiliate, logging in to your affiliate account, Integrating Affiliate Links into your websites, Monitoring affiliate performance and tracking sales

**Unit IV**

Tips and tricks to improve affiliate Marketing: Affiliate Links and how to deal with them, promoting your affiliate program, Overcoming the challenges of affiliate marketing, Performing market analysis and market research, Market strategies Establishment, Affiliate Marketing, and organic Search Optimization

**Unit V**

Types of Affiliate Marketing: Search affiliates, Price comparison service website, Loyalty websites, Cause related and coupon websites, Content and niche market website Personal weblogs and website syndicates, Email marketing and shopping directories, Registration or co-registration affiliates, File sharing affiliates.

**Suggested Reading:**

- "Affiliate Marketing: Start Your First Profitable Affiliate Marketing Business and Generate a Full-Time Income Online" by Kulwant Nagi Publication: Independently published (2020)
- "Affiliate Marketing: A Beginner's Guide to Making Passive Income Online in 2024" by Himanshu Sharma Publication: Independently published (2024)
- "Affiliate Marketing: Complete Guide for Beginners to Learn Step by Step to Make Passive Income with Affiliate Marketing in 2024" by Rahul Mannan Publication: Independently published (2024)

## Course Name: Digital Media Analytics
## Course Code: BBAE27006

**Course Objectives:**

**CO1:** Understand the role of web analytics within the digital marketing landscape.

**CO2:** Identify, define, and interpret commonly used web metrics and KPIs.

**CO3:** Analyze social media data to derive marketing insights.

**CO4:** Make informed decisions using case-based methods.

CO5: Apply the tools to preparing real world business digital media marketing framework.

**Course Outline**

**Unit I: Introduction to Digital Marketing:** Evolution of Digital Marketing; Importance and Scope; The Digital Consumer & Communities Online; Digital Marketing Landscape.

**Unit II: Social Media Marketing:** AdWords, ORM, Search Engine Marketing; Pay-Per-Click (PPC) and Online Advertising; Social Media Strategy & Customer Engagement.

**Unit III: Affiliate Marketing:** Strategic Partnerships; Affiliate Marketing Networks; Email Marketing and Content Strategies.

**Unit IV: Analytics** & CX in Digital Marketing; Data and Analytics; Social Listening and Web Analytics

**Unit V: Integrating Digital & Social Media:** Social Media Analytics, Mobile Marketing, Integrating Digital and Social Media Strategies

**Textbooks:**

1. Michael Solomon and Tracy Tuten, "Social Media Marketing" (Pearson, 2013)
2. F.R. Media, "Social Media Marketing for Beginners: Create Successful Campaigns, Gain More Fans, and Boost Sales from Any Social Network" (2nd edition, June 2014)

**Reference Books:**

1. Jan Zimmerman and Deborah Ng, "Social Media Marketing All in One for Dummies" (2012)
2. Douglas A. Norman, "The Design of Everyday Things" (Apr 2011)
3. Jack Z. Scissors and Roger B. Baron, "Advertising Media Planning" (2010)
4. Punit Bhatia, "Fundamentals of Digital Marketing" (Pearson, 2017)
5. Ian Doodson, "The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns" (Wiley, 2016)

## Course Name: Social Media Marketing
## Course Code: BBAE27007

**Course Objectives:**

Understand the fundamentals of social media marketing. Develop strategies for building and managing social media profiles. & Create compelling content tailored to different social media platforms. With the. Implement social media advertising and targeting techniques. Also knowing how to Utilize social media analytics to measure and optimize campaign performance.

**Course Outline:**

**Unit I**

Introduction to Social Media Marketing- Overview of social media marketing, Importance and benefits, social media platforms and their demographics Building and Managing Social Media Profiles- Creating optimized social media profiles, Profile management tools and techniques, Establishing brand voice and identity.

**Unit II**

Content Creation and Curation- Creating engaging content for social media Content curation best practices, Visual content creation tools and resources. Social Media Advertising- Introduction to social media advertising, targeting options and ad formats, Creating effective ad campaigns

**Unit III**

Audience Engagement and Community Building- Strategies for audience engagement, Building and nurturing communities, Handling customer inquiries and feedback, Social Media Analytics and Measurement- Key metrics and KPIs, analyzing social media data, Optimization strategies based on insights.

**Unit IV**

Influencer Marketing and Partnerships- Understanding influencer marketing, Finding, and collaborating with influencers, Negotiating partnerships and sponsorships

**Unit V**

Industry Trends and Future Outlook- Emerging trends in social media marketing, Case studies and success stories, Strategies for staying updated and adapting to changes

**Suggested readings:**

1- Textbook: "The Art of Social Media: Power Tips for Power Users" by Guy Kawasaki and Peg Fitzpatrick

2- Online resources: Blogs, industry reports, case studies

3- Social media management platforms for hands-on practice

## Course Name: Intellectual Property Rights
## (From the Pool of GE-7- Group A)
## Course Code: GEC066003

**Course Objectives:**

**CO1:** Define the key concepts of intellectual property, including its role in economic and cultural development, and the major amendments in IP laws in India.

**CO2:** Explain the conditions for patent protection and the process of obtaining and enforcing patents, including the differences between patentable and non-patentable inventions.

**CO3:** Demonstrate the ability to identify and apply for trademarks, industrial designs, and geographical indications, following the eligibility criteria and registration processes.
**CO4:** Analyze the differences and similarities between various forms of IP protection such as patents, copyrights, trademarks, industrial designs, and trade secrets, including their legal implications and enforcement mechanisms.
**CO5:** Critically assess the significance and protection of traditional knowledge, semiconductor integrated circuits layout design, and plant varieties and breeders' rights in the context of national and international IP laws and treaties.

**Course Outline:**

**Unit I: Introduction to Intellectual Property**

- Role of IP in Economic and Cultural Development
- IP Governance and Global Indicators
- Origin and History of IP in India
- Major Amendments in IP Laws in India
- Indian Web Portals for Patents and Technologies
- World Intellectual Property Organization (WIPO) and Key Treaties

**Unit II: Patents**

- Conditions for Patent Protection
- Rights and Enforcement of Patents
- Patentable and Nonpatentable Inventions
- Patent Infringements and Process
- Commercialization and Need for a Patent Attorney
- Patent Forms, Fee Structure, and Types of Applications
- Copyrights: Classes, Criteria, Ownership, and Infringements
- Fair Use Doctrine and Internet Copyright Issues

**Unit III: Trademarks, Industrial Designs, and Geographical Indications**

- Trademark Eligibility, Application, and Registration Process
- Industrial Designs: Eligibility, Acts, Registration, and Duration
- Geographical Indications: Acts, Ownership, Rights, and Registration

**Unit IV: Trade Secrets, Traditional Knowledge, and Other IP Rights**

- Criteria, Protection, and Enforcement of Trade Secrets
- Traditional Knowledge Significance and Protection
- Semiconductor Integrated Circuits Layout Design: Registration and Infringements
- Protection of Plant Varieties and Breeders Rights: Need, Registration, and Duration
- National Biodiversity Authority and Biological Diversity Act

**Suggested Readings:**

- N.K. Acharya: Textbook on intellectual property rights, Asia Law House (2001).
- Manjula Guru & M.B. Rao, Understanding Trips: Managing Knowledge in Developing Countries, Sage Publications (2003).
- P. Ganguli, Intellectual Property Rights: Unleashing the Knowledge Economy, Tata McGraw-Hill (2001).
- Arthur Raphael Miller, Micheal H. Davis; Intellectual Property: Patents, Trademarks and Copyright in a Nutshell, West Group Publishers (2000).
- Jayashree Watal, Intellectual property rights in the WTO and developing countries,
- Oxford University Press, Oxford.

## Course Name: Research Problem, Interpretation and Report Writing (From the Pool of GE-8- Group A) Course Code: GEC066005

**Course Objectives:**

**CO1**: Students will be able to define what constitutes a research problem and identify its significance in the research process.

**CO2**: Students will be able to frame a hypothesis that is testable and aligns with the defined research problem.

**CO3**: Students will recognize the limitations of various hypothesis tests and develop strategies to address them.

**CO4**: Students will understand and be able to create the appropriate layout for a research report.

**CO5**: Students will learn the detailed process of presenting a thesis, including text setting, footnotes, conclusions, and suggestions.

**Course Outline**

**Unit I- Defining the Research Problem**

What is a Research Problem? Selecting the Problem, Necessity of Defining the Problem Technique Involved in Defining a Problem, Framing of Hypothesis

**Unit II- Testing of Hypotheses**

What is a Hypothesis? Basic Concepts Concerning Testing of Hypotheses, Procedure for Hypothesis Testing, Flow Diagram for Hypothesis Testing, Measuring the Power of a Hypothesis Test, Tests of Hypotheses, Important Parametric Tests, Limitations of the Tests of Hypotheses, Quantitative methods

**Unit III- Interpretation**

Meaning of Interpretation, Technique of Interpretation, Precaution in Interpretation

**Unit IV- Report Writing**

Significance of Report Writing, Different Steps in Writing Report, Layout of the Research Report, Types of Reports, Oral Presentation, Mechanics of Writing a Research Report, Precautions for Writing Research Reports, Presentation of Thesis; Preliminaries, the text; Setting of the text, Style of text, The Footnote, Conclusions and Suggestions, Summary, The end matter.

**Unit V- Computer applications**

Introduction, Computer Applications, Computers and Researcher, Digital materials for research, Collection of data from inter net, Concept of Public domain, Use of material available on internet.

**Unit VI- Style sheet**

1. Style of the Text, Words, spellings, usages, non-English words, phrases, including Indian words, Punctuation, A full stop (.), A colon (:), A semicolon (;), A comma (,), Quotation marks (``''), Round brackets (), Square brackets [], Dash (—), Hyphen (-), Conclusion

**Suggested Reading:**


1. Harari, Y. N. (2015). *Sapiens: A brief history of humankind*. Harper.
2. Gladwell, M. (2008). *Outliers: The story of success*. Little, Brown, and Company.
3. Pinker, S. (2011). *The better angels of our nature: Why violence has declined*. Viking.
4. Kondo, M. (2014). *The life-changing magic of tidying up: The Japanese art of decluttering and organizing* (C. Hirano, Trans.). Ten Speed Press. (Original work published 2011)
5. Kahneman, D. (2011). *Thinking, fast and slow*. Farrar, Straus, and Giroux.

## 13. Lesson Plans

**BBAC22400– Econometrics**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| Unit-I | Definition of Econometrics- Steps in Empirical Economic Analysis | C-1,2 | Lecture |
| Unit-I | Econometric Model | C-3 | Lecture |
| Unit-I | The Role of Measurement in Economics | C-4 | Lecture |
| Unit-I | The structure of Economic Data: Cross-Sectional data, | C-5,6 | Lecture |
| Unit-I | Time Series data, Pooled Cross Section data, Panel Data. | C-7,8 | Lecture |
| Unit-I | Activity | C-9 | Activity |
| Unit-I | Clarification Class | C-10 | Clarification Class |
| Unit-I | Class Assignment I | C-11 | Class Assignment |
| Unit-II | Simple Regression Model-Two variable linear regression model | C-12 | Lecture |
| Unit-II | Two variable linear regression model: | C-13 | Lecture |
| Unit-II | Presentation I | C-14 | Presentation |
| Unit-II | Two variable linear regression model: Assumptions, | C-15 | Lecture |
| Unit-II | Estimation of Parameters, Tests of Significance, and properties of Estimators | C-16,17 | Lecture |
| Unit-II | Class Assignment II | C-18 | Class Assignment |
| Unit-II | Home Assignments | | Home Assignments |
| Unit-II | Functional forms of Regression Models-Log-linear models | C-19,20 | Lecture |
| Unit-II | Semi log-models and Reciprocal models-Choice of functional form | C-21,22 | Lecture |
| Unit-II | Quiz | C-23 | Quiz |
| Unit-II | Clarification Class | C-24 | Clarification Class |
| Unit-III | The General Linear Model-Review of Assumptions | C-25,26 | Lecture |
| Unit-III | Estimation and Properties of Estimators | C-27-28 | Lecture |
| Unit-III | Un-biasness, BLUEs, and Tests of significance of estimate | C-29,30 | Lecture |
| Unit-III | Analysis of Variance | C-31,32 | Lecture |
| Unit-III | Class Assignment III | C-33 | Class Assignment |
| Unit-III | Presentation II | C-34 | Presentation |
| Unit-III | Dummy variables-Nature of Dummy variables | C-35,36 | Lecture |
| Unit-III | Use of Dummy variables-Errors in variables and its consequences | C-37-38 | Lecture |
| Unit-III | Clarification Class | C-39 | Clarification Class |
| Unit-IV | Auto-regressive and Distributed Lag Models-Introduction | C-40,41 | Lecture |
| Unit-IV | Class Assignment IV | C-42 | Class Assignment |
| Unit-IV | Presentation III | C-43 | Presentation |
| Unit-IV | Home Assignment | | Home Assignments |
| Unit-IV | Partial Adjustment and Expectations models | C-44,45 | Lecture |

| | | | |
|---|---|---|---|
| Unit-IV | Causality in Economics | C-46,47 | Lecture |
| Unit-IV | Causality in Economics-The Granger Causality Test | C-48,49 | Lecture |
| Unit-IV | Clarification Class | C-50 | Clarification Class |
| Unit-V | Simultaneous Equation Models-Specification | C-51,52 | Lecture |
| Unit-V | Simultaneous Bias-Inconsistency of OLS Estimators | C-53,54 | Lecture |
| Unit-V | The concept of identification, Rank and Order conditions for Identification | C-55,56 | Lecture |
| Unit-V | Quiz | C-57 | Quiz |
| Unit-V | Indirect Least Squares-Two stage Least Squares (without proof), Problems. | C-58,59 | Lecture |
| Unit-V | Clarification Class | C60 | Clarification Class |

**BBAE23005 – Retail Management**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| Unit-I | Introduction to Retailing, Definition, | C-1 | Lecture |
| Unit-I | Evolution of Retailing in India. | C-2 | Lecture |
| Unit-I | Retailing in India | C-3 | Lecture |
| Unit-I | Emerging Trends in Retailing | C-4,5 | Lecture |
| Unit-I | Factors Behind the change of Indian Retail Industry | C-6,7 | Lecture |
| Unit-I | Clarification Class | C-8 | Clarification Class |
| Unit-II | Retail Formats: Retail Sales by ownership | C-9,10 | Lecture |
| Unit-II | Retail Formats: Based on Merchandise offered | C-11 | Lecture |
| Unit-II | Quiz | C-12 | Quiz |
| Unit-II | Retail Formats: non-store Based retail mix | C-13,14 | Lecture |
| Unit-II | Retail Formats: Non- traditional selling | C-15,16 | Lecture |
| Unit-II | Class Assignment I | C-17 | Class Assignment |
| Unit-II | Clarification Class | C-18 | Clarification Class |
| Unit-II | Presentation I | C-19 | Presentation |
| Unit-III | Home Assignment | | Home Assignments |
| Unit-III | Store Planning: Design & Layout | C-20,21 | Lecture |
| Unit-III | Location Planning and its importance | C-22 | Lecture |
| Unit-III | Class Assignment II | C-23 | Class Assignment |
| Unit-III | retailing image mix, | C-24,25 | Lecture |
| Unit-III | Effective Retail Space Management | C-26,27 | Lecture |
| Unit-III | Floor Space Management | C-28,29 | Lecture |
| Unit-III | Clarification Class | C-30 | Clarification Class |
| Unit-IV | Retail Marketing: Advertising & Sales Promotion | C-31,32 | Lecture |
| Unit-IV | Class Assignment III | C-33 | Class Assignment |
| Unit-IV | Presentation II | C-34 | Presentation |
| Unit-IV | Store Positioning | C-35,36 | Lecture |
| Unit-IV | Retail Marketing Mix, | C-37,38 | Lecture |
| Unit-IV | CRM | C-39 | Lecture |
| Unit-IV | Advertising in Retailing. | C-40 | Lecture |
| Unit-IV | Class Assignment IV | C-41 | Class Assignment |
| Unit-IV | Clarification Class | C-42 | Clarification Class |
| Unit-V | Retail Merchandising: Buying function, | C-43 | |
| Unit-V | Take Home Assignment | | Home Assignments |
| Unit-V | Markups & Markdown in merchandise management | C-44 | Lecture |
| Unit-V | shrinkage in Retail merchandise management | C-45 | Lecture |
| Unit-V | Merchandise Pricing: Concept of Merchandise Pricing, Pricing Options, Pricing Strategies | C-46,47 | Lecture |
| Unit-V | Pricing Objectives, Types of Pricing | C-48 | Lecture |
| Unit-V | Presentation III | C-49 | Presentation |
| Unit-V | Clarification Class | C-50 | Clarification Class |
| Unit-VI | Retail Operation: Elements/Components of Retail Store Operation | C-51 | Lecture |

| | | | |
|---|---|---|---|
| Unit-VI | Quiz | C-52 | Quiz |
| Unit-VI | Store Administration, | C-53 | Lecture |
| Unit-VI | Store Manager –Responsibilities | C-54 | Lecture |
| Unit-VI | Inventory Management, Management of Receipts | C-55 | Lecture |
| Unit-VI | Customer Service, Management of Retail Outlet/Store | C-56 | Lecture |
| Unit-VI | Store Maintenance | C-57 | Lecture |
| Unit-VI | Store Security | C-58,59 | Lecture |
| Unit-VI | Clarification Class | C60 | Clarification Class |

**BBAE23006– Neuro-Marketing Management**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| Unit-I | Introduction to Neuromarketing | C-1,2 | Lecture |
| Unit-I | History and evolution of neuromarketing | C-3,4 | Lecture |
| Unit-I | Neuroscience Fundamentals - Basic brain functions | C-5,6 | Lecture |
| Unit-I | structures relevant to marketing. | C-7,8 | Lecture |
| Unit-I | Class Assignment I | C-9 | Class Assignment |
| Unit-I | Structures relevant to marketing | C-10,11 | Lecture |
| Unit-I | Introduction to behavioral science | C-12,13 | Lecture |
| Unit-I | Clarification Class | C-14 | Clarification Class |
| Unit-II | Overview of technologies: fMRI | C-15 | Lecture |
| Unit-II | EEG | C-16 | Lecture |
| Unit-II | eye tracking, and facial coding. - Strengths and limitations of each tool. | C-17,18 | Lecture |
| Unit-II | Class Assignment II | C-19 | Class Assignment |
| Unit-II | Psychology and Neurological Insights | C-20 | Lecture |
| Unit-II | How emotions, attention, and memory affect buying behavior. | C-21 | Lecture |
| Unit-II | The role of the subconscious in consumer decisions | C-22,23 | Lecture |
| Unit-II | Presentation I | C-24 | Presentation |
| Unit-II | Class Assignment III | C-25 | Class Assignment |
| Unit-II | Clarification Class | C-26 | Clarification Class |
| Unit-III | Designing Neuromarketing Studies | C-27,28 | Lecture |
| Unit-III | Formulating hypotheses and designing experiments | C-29,30 | Lecture |
| Unit-III | Presentation II | C-31,32 | Presentation |
| Unit-III | Data collection and analysis methods | C-33,34 | Lecture |
| Unit-III | Quiz | C-35 | Quiz |
| Unit-III | Data collection and analysis methods | C-36,37 | Lecture |
| Unit-III | Applying Neuromarketing to Marketing Strategies | C-38,39 | Lecture |
| Unit-III | Case studies on product placement | C-40 | Lecture |
| Unit-III | Class Assignment IV | C-41 | Class Assignment |
| Unit-III | Presentation III | C-42,43 | Presentation |
| Unit-III | Case studies on pricing strategies, and advertising | C-44 | Lecture |
| Unit-III | Integrating sensory marketing into product design | C-45,46 | Lecture |
| Unit-III | Clarification Class | C-47 | **Clarification Class** |
| Unit-IV | Ethical Considerations in Neuromarketing | C-48,49 | Lecture |
| Unit-IV | Discussion of privacy, consent, and the potential for manipulation | C-50,51 | Lecture |
| Unit-IV | Developing ethical guidelines for neuromarketing research. | C-52,53 | Lecture |
| Unit-IV | Future Trends in Neuromarketing | C-54,55 | Lecture |
| Unit-IV | The impact of digital technologies | C-56,57 | Lecture |
| Unit-IV | Predictions and upcoming trends in the field | C-58 | Lecture |
| Unit-IV | Quiz | C-59 | Quiz |
| Unit-IV | Clarification Class | C-60 | Clarification Class |

**BBAE23007- Brand Management**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| Unit-I | Introduction to brand | C-1 | Lecture |
| Unit-I | Meaning and Definitions of Brand – Branding-Concepts | C-2 | Lecture |
| Unit-I | Brand Evolution | C-3 | Lecture |
| Unit-I | Factors shaping a brand over its life cycle | C-4 | Lecture |
| Unit-I | Features of good brand name | C-5 | Lecture |
| Unit-I | Functions of Brand | C-6 | Lecture |
| Unit-I | Significance of Brands | C-7 | Lecture |
| Unit-I | Different Types of Brands | C-8 | Lecture |
| Unit-I | Co-branding | C-9 | Lecture |
| Unit-I | Store brands | C-10 | Lecture |
| Unit-I | Branding Challenges and Opportunities | C-11 | Lecture |
| Unit-I | Brand Choice decision and models, | C-12 | Lecture |
| Unit-I | Launching a new brand | C-13 | Lecture |
| Unit-I | Building brand in Indian Market | C-14 | Lecture |
| Unit-I | Clarification Class | C-15 | Clarification Class |
| Unit-II | Brand Strategies | C-16 | Lecture |
| Unit-II | Strategic Brand Management process | C-17 | Lecture |
| Unit-II | Class Assignment I | C-18 | Class Assignment |
| Unit-II | Take Home assignment I | | Take Home Assignments |
| Unit-II | Identifying and establishing brand positioning and values- Brand building | C-19,20 | Lecture |
| Unit-II | Quiz | C-21 | Quiz |
| Unit-II | Designing and implementing brand strategies | C-22,23 | Lecture |
| Unit-II | Brand extension | C-24 | Lecture |
| Unit-II | Brand transfer | C-25 | Lecture |
| Unit-II | Brand hierarchy – Branding for Global Markets | C-26 | Lecture |
| Unit-II | Competing with foreign brands | C-27 | Lecture |
| Unit-II | Digital branding | C-28 | Lecture |
| Unit-II | Global branding | C-29 | Lecture |
| Unit-II | Corporate Branding, Service branding | C-30 | Lecture |
| Unit-II | B2B branding | C-31 | Lecture |
| Unit-II | Clarification Class | C-32 | Clarification Class |
| Unit-II | Class Assignment II | C-33 | Class Assignment |
| Unit-II | Presentation I | C-34 | Presentation |
| Unit-III | Brand communications | C-35 | Lecture |
| Unit-III | Brand extension and brand equity | C-36 | Lecture |
| Unit-III | BRAND COMMUNICATION - Brand image Building | C-37 | Lecture |
| Unit-III | Quiz | C-38 | Quiz |
| Unit-III | Brand Loyalty programmes | C-39 | Lecture |
| Unit-III | Brand Promotion Methods – Role of Brand ambassadors | C-40 | Lecture |

| | | | |
|---|---|---|---|
| Unit-III | Celebrities – On line Brand Promotions. | C-41 | Lecture |
| Unit-III | Class Assignment III | C-42 | Class Assignment |
| Unit-III | Presentation II | C-43 | Presentation |
| Unit-III | Home Assignments | | Home Assignments |
| Unit-III | BRAND EXTENSION – Naming new brand and extension, Advantages of extension, disadvantages of extension | C-44 | Lecture |
| Unit-III | Brand Adoption Practices – Different type of brand extension | C-45 | Lecture |
| Unit-III | Clarification Class | C-46 | Clarification Class |
| Unit-IV | Factors influencing Decision for extension | C-47 | Lecture |
| Unit-IV | Re-branding and re-launching | C-48 | Lecture |
| Unit-IV | Brand equity | C-49 | Lecture |
| Unit-IV | Customer based brand equity | C-50 | Lecture |
| Unit-IV | Concept of brand equity | C-51 | Lecture |
| Unit-IV | Presentation III | C-52 | Presentation |
| Unit-IV | Sources of brand equity | C-53 | Lecture |
| Unit-IV | Class Assignment IV | C-54 | Class Assignment |
| Unit-IV | benefits of brand equity | C-55 | Lecture |
| Unit-IV | choosing brand elements to build brand equity | C-56 | Lecture |
| Unit-IV | Brand element choice criteria | C-57 | Lecture |
| Unit-IV | Brand element option, brand element tactics | C-58 | Lecture |
| Unit-IV | brand valuation and performance. | C-59 | Lecture |
| Unit-IV | Clarification Class | C-60 | Clarification Class |

**BBAE24005 – Project Management**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| Unit-I | Basic Concept of a project | C-1 | Lecture |
| Unit-I | categories of project | C-2,3 | Lecture |
| Unit-I | project development cycle | C-4 | Lecture |
| Unit-I | The concept of project management | C-5 | Lecture |
| Unit-I | tools& techniques of project management | C-6,7 | Lecture |
| Unit-I | Forms of project organizations | C-8,9 | Lecture |
| Unit-I | Clarification Class | C-10 | Clarification Class |
| Unit-II | Project Formulation | C-11 | Lecture |
| Unit-II | Project identification | C-12 | Lecture |
| Unit-II | Project formulation and preparation | C-13 | Lecture |
| Unit-II | Presentation I | C-14 | Presentation |
| Unit-II | Market and demand estimation | C-15 | Lecture |
| Unit-II | Market survey | C-16 | Lecture |
| Unit-II | Demand forecasting | C-17 | Lecture |
| Unit-II | Class Assignment I | C-18 | Class Assignment |
| Unit-II | Home Assignments | | Home Assignments |
| Unit-II | Technical factors-Material inputs, technology, production, plant capacity | C-19 | Lecture |
| Unit-II | Quiz | C-20 | Quiz |
| Unit-II | location and site | C-21 | Lecture |
| Unit-II | civil works, charts, layouts | C-22 | Lecture |
| Unit-II | Work schedule | C-23 | Lecture |
| Unit-II | cost of project | C-24 | Lecture |
| Unit-II | means of financing | C-25 | Lecture |
| Unit-II | estimates of cost | C-26 | Lecture |
| Unit-II | Financial projections | C-27,28 | Lecture |
| Unit-II | Clarification Class | C-29 | Clarification Class |
| Unit-III | Process of Project Appraisal | C-30 | Lecture |
| Unit-III | Technical, Economic, Financial, Legal and Social appraisal of the Industrial Projects | C-31-32 | Lecture |
| Unit-III | Class Assignment II | C-33 | Class Assignment |
| Unit-III | Presentation II | C-34 | Presentation |
| Unit-III | Problems arising due to rate of discount, wage–rate, exchange rates, treatment of taxes | C-35 | Lecture |
| Unit-III | social cost-benefits | C-36 | Lecture |
| Unit-III | treatment of risk and uncertainty | C-37,38 | Lecture |
| Unit-III | sensitivity analysis and probability approach single as well as multiple projects | C-39,40 | Lecture |
| Unit-III | Class Assignment III | C-41 | Class Assignment |
| Unit-III | Presentation III | C-42 | Presentation |
| Unit-III | Clarification Class | C-43 | Clarification Class |
| Unit-III | Home Assignments | | Home Assignments |

| | | | |
|---|---|---|---|
| Unit-IV | Implementation of Projects | C-44 | Lecture |
| Unit-IV | network techniques for resource and cost budgeting and scheduling | C-45,46 | Lecture |
| Unit-IV | project management teams and coordination. | C-47,48 | Lecture |
| Unit-IV | Clarification Class | C-49 | Clarification Class |
| Unit-IV | Monitoring and Control of Projects | C-50,51 | Lecture |
| Unit-V | Monitoring and post implementation, | C-52 | Lecture |
| Unit-V | Quiz | C-53 | Quiz |
| Unit-V | evaluation of the project | C-54,56 | Lecture |
| Unit-V | Class Assignment 4 | C-57 | Class Assignment |
| Unit-V | project financing. | C-58,59 | Lecture |
| Unit-V | Clarification Class | C-60 | Clarification Class |

**BBAE24006 – Financial Reporting**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| Unit-I | Introduction to Financial Reporting | C-1 | Lecture |
| Unit-I | Overview of financial reporting | C-2,3 | Lecture |
| Unit-I | Role of financial statements in decision-making | C-4,5 | Lecture |
| Unit-I | Generally Accepted Accounting Principles (GAAP) and International Financial Reporting Standards (IFRS), | C-6,7 | Lecture |
| Unit-I | Presentation | C-8 | Presentation |
| Unit-I | Financial Statement Presentation- Structure and content of financial statements | C-9,10 | Lecture |
| Unit-I | Financial Statement Presentation- Structure and content of financial statements (balance sheet, income statement, cash flow statement, statement of changes in equity) | C-11,12 | Lecture |
| Unit-I | Notes to financial statements and disclosures | C-13,14 | Lecture |
| Unit-I | Clarification Class | C-15 | Clarification Class |
| Unit-I | Class Assignment I | C-16 | Class Assignment |
| Unit-I | Home Assignments | | Home Assignments |
| Unit II | Revenue Recognition- Principles of revenue recognition | C-17,18 | Lecture |
| Unit II | Revenue recognition methods (percentage of completion, completed contract, etc.) | C-19,20 | Lecture |
| Unit II | Multiple-element arrangements and software revenue recognition | C-21,22 | Lecture |
| Unit II | Quiz | C-23 | Quiz |
| Unit II | Expense Recognition- Matching principle and accrual accounting, Expense recognition for tangible and intangible assets | C-24,25 | Lecture |
| Unit II | Depreciation, amortization, and impairment | C-26,27 | Lecture |
| Unit II | Clarification Class | C-28 | Clarification Class |
| Unit II | Class Assignment II | C-29 | Class Assignment |
| Unit II | Presentation II | C-30,31 | Presentation |
| Unit III | Accounting for Assets- Property, plant, and equipment (PP&E) | C-32,33 | Lecture |
| Unit III | Intangible assets (Goodwill, patents, trademarks), Investment properties and fair value accounting | C-34,35 | Lecture |
| Unit III | Accounting for Liabilities-Current vs. long-term liabilities | C-36,37 | Lecture |
| Unit III | Contingent liabilities and provisions, Accounting for leases and pensions. | C-38,39 | Lecture |
| Unit III | Clarification Class | C-40 | Clarification Class |
| Unit III | Class Assignment III | C-41 | Class Assignment |
| Unit III | Presentation III | C-42 | Presentation |
| Unit III | Home Assignments | | Home Assignments |
| Unit IV | Accounting for Equity- Share capital and reserves | C-43,44 | Lecture |

| | | | |
|---|---|---|---|
| Unit IV | Treasury stock transactions, Dividends, and dividend policies | C-45 | Lecture |
| Unit IV | Financial Statement Analysis- Ratio analysis (liquidity, solvency, profitability, efficiency) | C-46 | Lecture |
| Unit IV | Common-size analysis and trend analysis | C-47 | Lecture |
| Unit IV | DuPont analysis and decomposition of return on equity (ROE) | C-48 | Lecture |
| Unit IV | Clarification Class | C-49 | Clarification Class |
| Unit V | Consolidated Financial Statements- Accounting for business combinations | C-50-51 | Lecture |
| Unit V | Consolidation procedures and elimination entries | C-52 | Lecture |
| Unit V | Equity method vs. proportionate consolidation | C-53 | Lecture |
| Unit V | Quiz | C-54 | Quiz |
| Unit V | Statement of Cash Flows- Operating, investing, and financing activities | C-55 | Lecture |
| Unit V | Class Assignment IV | C-56 | Class Assignment |
| Unit V | Direct vs. indirect method of preparing the statement of cash flows | C-57 | Lecture |
| Unit V | Cash flow ratios and analysis | C-58-59 | Lecture |
| Unit V | Clarification Class | C-60 | Clarification Class |

**BBAE24007 – International Finance**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| Unit-I | Introduction to International Finance | C-1 | Lecture |
| Unit-I | Overview of international finance | C-2 | Lecture |
| Unit-I | Importance of international financial markets | C-3 | Lecture |
| Unit-I | Key concepts and terminology, | C-4,5 | Lecture |
| Unit-I | Foreign Exchange Markets - Structure and participants in foreign exchange markets | C-6,7 | Lecture |
| Unit-I | Spot and forward exchange rates | C-8,9 | Lecture |
| Unit-I | Currency quotations and cross rates | C-10,11 | Lecture |
| Unit-I | Financial institutions (IMF, World Bank) | C-12-13 | Lecture |
| Unit-I | Presentation I | C-14,15 | Presentation |
| Unit-I | Class Assignment I | C-16 | Class Assignment |
| Unit-I | Clarification Class | C-17 | Clarification Class |
| Unit-II | Exchange Rate Determination - Purchasing Power Parity (PPP) | C-18 | Lecture |
| Unit-II | Home Assignments | | Home Assignments |
| Unit-II | Interest rate parity | C-19 | Lecture |
| Unit-II | The role of expectations in exchange rate determination | C-20 | Lecture |
| Unit-II | International Parity Conditions -Covered interest rate parity | C-21 | Lecture |
| Unit-II | Uncovered interest rate parity, International Fisher Effect | C-22 | Lecture |
| Unit-II | Quiz | C-23 | Quiz |
| Unit-II | Clarification Class | C-24 | Clarification Class |
| Unit-III | Balance of Payments - Components of the balance of payments | C-25,26 | Lecture |
| Unit-III | Current account and capital account Implications for exchange rates and trade balances | C-27,28 | Lecture |
| Unit-III | International Monetary System- Historical perspectives on the international monetary system | C-29 | Lecture |
| Unit-III | Fixed vs. floating exchange rate regimes | C-30,31 | Lecture |
| Unit-III | Role of international financial institutions | C-32,33 | Lecture |
| Unit-III | IMF | C-34,35 | Lecture |
| Unit-III | Class Assignment II | C-36 | Class Assignment |
| Unit-III | Presentation II | C-37 | Presentation |
| Unit-III | World Bank | C-38 | Lecture |
| Unit-III | Clarification Class | C-39 | Clarification Class |
| Unit-IV | International Investment- Foreign direct investment (FDI) vs. portfolio investment | C-40 | Lecture |
| Unit-IV | Factors influencing international investment decisions | C-41 | Lecture |
| Unit-IV | Class Assignment III | C-42 | Class Assignment |
| Unit-IV | Presentation III | C-43 | Presentation |

| | | | |
|---|---|---|---|
| Unit-IV | Home Assignments | | Home Assignments |
| Unit-IV | Factors influencing international investment decisions | C-44 | Lecture |
| Unit-IV | Risks and returns of international investment | C-45 | Lecture |
| Unit-IV | Multinational Corporations (MNCs)- Characteristics and motivations of MNCs | C-46 | Lecture |
| Unit-IV | Characteristics and motivations of MNCs, Financial management of MNCs, Transfer pricing and taxation issues | C-47,48 | Lecture |
| Unit-IV | Clarification Class | C-49 | Clarification Class |
| Unit-V | Managing Currency Risk- Transaction exposure, Translation exposure | C50,51 | Lecture |
| Unit-V | Translation exposure | C-52 | Lecture |
| Unit-V | Economic exposure and hedging strategies | C-53 | Lecture |
| Unit-V | Global Capital Markets- International bond markets | C-54 | Lecture |
| Unit-V | Class Assignment IV | C-55 | Class Assignment |
| Unit-V | Eurocurrency market Emerging market finance | C-56 | Lecture |
| Unit-V | Sovereign Risk and Country Risk Analysis- Political risk assessment | C-57 | Lecture |
| Unit-V | Credit risk analysis of sovereign debt, Role of credit rating agencies | C-58 | Lecture |
| Unit-V | Quiz | C-59 | Quiz |
| Unit-V | Clarification Class | C-60 | **Clarification Class** |

**BBAE25005 – Negotiation and Collective Bargaining**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| Unit-I | Negotiation | C-1,2 | Lecture |
| Unit-I | Nature, Characteristics | C-3,4 | Lecture |
| Unit-I | Strategy and Tactics of Distributive Bargaining | C-5,6 | Lecture |
| Unit-I | Presentation I | C-7,8 | Presentation |
| Unit-I | Strategy and Tactics of Integrative Negotiation | C-9,10 | Lecture |
| Unit-I | Quiz | C-11 | Quiz |
| Unit-I | Strategy and Planning for Negotiation | C-12,13 | Lecture |
| Unit-I | Clarification Class | C-14 | Clarification Class |
| Unit-II | Negotiation Sub processes | C-15,16 | Lecture |
| Unit-II | Take Home Assignments | | Home Assignments |
| Unit-II | Cognition and Emotion Communication | C-17,18 | Lecture |
| Unit-II | What is communicated during negotiation and how people communicate in Negotiation | C-19,20 | Lecture |
| Unit-II | Best Practices in Negotiation | C-21,22 | Lecture |
| Unit-II | Fundamental Structure of negotiation | C-23,24 | Lecture |
| | BATNA | C-25,26 | |
| Unit-II | Class Assignment I | C-27 | Class Assignment |
| Unit-II | Clarification Class | C-28 | Clarification Class |
| Unit-III | Cultural aspects of International Business negotiation | C-29,30 | Lecture |
| Unit-III | Quiz | C-31 | Quiz |
| Unit-III | Hofstede's dimension of culture and their influence on International Business negotiation | C-32 | Lecture |
| Unit-III | Class Assignment II | C-33 | Class Assignment |
| Unit-III | Presentation II | C-34 | Presentation |
| Unit-III | Cross culture Communicate on: Issues and Implications | C-35 | Lecture |
| Unit-III | The role of time in Business negotiation | C-36 | Lecture |
| Unit-III | The role of atmosphere in negotiations. | C-37 | Lecture |
| Unit-III | Presentation III | C-38 | Presentation |
| Unit-III | Cross culture Communicate on: Issues and Implications | C-39,40 | Lecture |
| Unit-III | Class Assignment III | C-41 | Class Assignment |
| Unit-III | Quiz | C-42 | Quiz |
| Unit-III | Clarification Class | C-43 | Clarification Class |
| Unit-III | Home Assignments | | Home Assignments |
| Unit-IV | Ethics in negotiations | C-44 | Lecture |
| Unit-IV | Communication in negotiations | C-45 | Lecture |
| Unit-IV | Negotiation power and relationships in negotiations | C-46 | Lecture |
| Unit-IV | Best practices in negotiations | C-47 | Lecture |
| Unit-IV | Business Etiquette –Assertive skills | C-48 | Lecture |
| Unit-IV | Personality and negotiation skills | C-49 | Lecture |
| Unit-IV | Clarification Class | C-50 | Clarification Class |

| | | | |
|---|---|---|---|
| Unit-V | Collective bargaining | C-51 | Lecture |
| Unit-V | Industrial Dispute, Employee Dissatisfaction | C-52 | Lecture |
| Unit-V | Grievances – Grievance Redressal mechanism | C-53 | Lecture |
| Unit-V | Class Assignment IV | C-54 | Class Assignment |
| Unit-V | Importance & procedure of collective bargaining | C-55 | Lecture |
| Unit-V | essentials of successful collective bargaining | C-56 | Lecture |
| Unit-V | problems of collective bargaining in India | C-57 | Lecture |
| Unit-V | types of bargaining | C-58 | Lecture |
| Unit-V | recent trends in collective bargaining | C-59 | Lecture |
| Unit-V | Clarification Class | C-60 | Clarification Class |

**BBAE25006 – International HR Management**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| Unit-I | Introduction to International Human Resource Management | C-1,2 | Lecture |
| Unit-I | Definition and scope of International HRM | C-3,4 | Lecture |
| Unit-I | Globalization | C-5,6 | Lecture |
| | Impact of Globalization on HRM | C-7,8 | |
| Unit-I | Cultural dimensions and their implications for HRM | C-9,10 | Lecture |
| Unit-I | Group Discussion | C-11 | Group Discussion |
| Unit-I | Seminar | C-12 | Seminar |
| Unit-I | Clarification Class | C-13 | **Clarification Class** |
| Unit-I | Class Assignment I | C-14 | Class Assignment |
| Unit-I | Home Assignments | | Home Assignments |
| Unit II | International Business Strategy and HRM | C-15,16 | Lecture |
| Unit II | The role of HRM in international business strategy | C-17,18 | Lecture |
| Unit II | Aligning HR practices with organizational goals | C-19,20 | Lecture |
| | HRM challenges in multinational corporations | C-21,22 | |
| Unit II | Quiz | C-23 | Quiz |
| Unit II | Revision | C-24 | Lecture |
| Unit II | Clarification Class | C-25 | Clarification Class |
| Unit II | Class Assignment II | C-26 | Class Assignment |
| Unit II | Presentation I | C-27 | Presentation |
| Unit III | International Staffing and Talent Management Strategies | C-28,29,30 | Lecture |
| Unit III | Approaches to international staffing | C-31,32 | Lecture |
| Unit III | Expatriate management | C-33,34 | Lecture |
| Unit III | Talent acquisition and retention in a global context | C-35,36 | Lecture |
| Unit III | Succession planning and leadership development | C-37,38 | Lecture |
| Unit III | Performance management in multinational teams | C-39,40 | Lecture |
| Unit III | Clarification Class | C-41 | Clarification Class |
| Unit III | Class Assignment III | C-42 | Class Assignment |
| Unit III | Presentation II | C-43 | Presentation |
| Unit III | Home Assignments | | Home Assignments |
| Unit IV | Emerging Trends in International HRM | C-44,45 | Lecture |
| Unit IV | Cultural dimensions and their impact on management practices | C-46-47 | Lecture |
| Unit IV | Remote work and virtual teams | C-48,49 | Lecture |
| Unit IV | Presentation III | C-50 | Lecture |
| Unit IV | Diversity, equity, and inclusion in global organizations | C-51,52 | Lecture |
| Unit IV | HR technology and its impact on international HRM | C-53,54 | Lecture |
| Unit IV | Class Assignment 4 | C-55 | Class Assignment |
| Unit IV | Quiz | C-56 | Quiz |
| Unit IV | Clarification Class | C-57 | Clarification Class |
| | Revision | C-58 | Lecture |

| | | | |
|---|---|---|---|
| | Revision | C-59 | Lecture |
| | Revision | C-60 | Lecture |

**BBAE25007 – HR Analytics and Metrics**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| Unit-I | HR Analytics in Perspective- Role of analytics in HR value creation; Defining HR analytics; | C-1 | Lecture |
| Unit-I | Understanding the organizational system and locating HR challenges within it. | C-2,3 | Lecture |
| Unit-I | Defining HR analytics | C-4 | Lecture |
| Unit-I | Presentation I | C-5 | Presentation |
| Unit-I | Defining HR analytics | C-6,7 | Lecture |
| Unit-I | Understanding the organizational system and locating HR challenges within it. | C-8,9 | Lecture |
| Unit-I | Seminar | C-10 | Seminar |
| Unit-I | Clarification Class | C-11 | Clarification Class |
| Unit-II | HRA Frameworks | C-12 | Lecture |
| Unit-II | Strategic HR metrics versus benchmarking | C-13 | Lecture |
| Unit-II | HR scorecards | C-14 | Lecture |
| Unit-II | workforce scorecards, and their differences | C-15,16 | Lecture |
| Unit-II | Quiz | C-17 | Quiz |
| Unit-II | Class Assignment I | C-18 | Class Assignment |
| Unit-II | Take Home Assignment | | Home Assignments |
| Unit-II | Overarching components of an effective analytics framework. | C-19,20 | Lecture |
| Unit-II | Clarification Class | C-21 | Clarification Class |
| Unit-III | Basics of HR Analytics- Evolution and analytical capabilities | C-22,23 | Lecture |
| Unit-III | Analytic value chain and model | C-24,25 | Lecture |
| Unit-III | Quiz | C-26 | Quiz |
| Unit-III | Typical applications of HR analytics | C-27 | Lecture |
| Unit-III | Predictive analytics steps: Determine KPIs | C-28,29 | Lecture |
| Unit-III | analyze data, interpret results, and predict the future | C-30,31 | Lecture |
| Unit-III | Presentation II | C-32 | Presentation |
| Unit-III | Class Assignment II | C-33 | Class Assignment |
| Unit-III | Clarification Class | C-34 | Clarification Class |
| Unit-IV | Insight into Data-Driven HRA Data sources, questions faced, and data issues | C-35 | Lecture |
| Unit-IV | Data sources, questions faced, and data issues | C-36,37 | Lecture |
| Unit-IV | Connecting HR analytics to business benefits (case studies) | C-38 | Lecture |
| Unit-IV | Techniques for establishing questions and obtaining/cleaning data. | C-39,40 | Lecture |
| Unit-IV | Presentation III | C-41 | Presentation |
| Unit-IV | Class Assignment II | C-42 | Class Assignment |
| Unit-IV | Clarification Class | C-43 | Clarification Class |
| Unit-IV | Home Assignments | | Home Assignments |
| Unit-V | HR Metrics- Defining metrics and understanding | C-44,45 | Lecture |

| | | | |
|---|---|---|---|
| | demographics | | |
| Unit-V | Quiz | C-46 | Quiz |
| Unit-V | Types of data and tying data sets together | C-47,48 | Lecture |
| Unit-V | Challenges in obtaining data and ethical considerations | C-49 | Lecture |
| Unit-V | Human capital analytics continuum | C-50,51 | Lecture |
| Unit-V | Clarification Class | C-52 | Clarification Class |
| Unit-VI | HR Scorecard- Assessing HR programs | C-53 | Lecture |
| Unit-VI | Engagement, and turnover | C-54 | Lecture |
| Unit-VI | Linking HR data to operational performance and stock performance | C-55-56 | Lecture |
| Unit-VI | Guidelines for implementing an HR scorecard | C-57-58 | Lecture |
| Unit-VI | Class Assignment IV | C-59 | Group Discussion |
| Unit-VI | Clarification Class | C-60 | Clarification Class |

**BBAE26005 – International Marketing**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| Unit-I | Introduction to International Marketing | C-1,2 | Lecture |
| Unit-I | Understanding Global Marketing Environment | C-3,4 | Lecture |
| Unit-I | Cultural, Social, and Economic Factors in International Marketing | C-5,6 | Lecture |
| Unit-I | Market Entry Strategies: Exporting, Licensing, Joint Ventures, and Direct Investment | C-7 | Lecture |
| Unit-I | Class Assignment I | C-8 | Class Assignment |
| Unit-I | Global Marketing Research and Market Segmentation | C-9 | Lecture |
| Unit-I | Presentation | C-10 | Presentation |
| Unit-I | Assessing Global Market Opportunities | C-11,12 | Lecture |
| Unit-I | Ethical and Legal Issues in International Marketing | C-13,14 | Lecture |
| Unit-I | Clarification Class | C-15 | Clarification Class |
| Unit-I | Class Assignment II | C-16 | Class Assignment |
| Unit-I | Home Assignments | | Home Assignments |
| Unit-II | Market Selection and Entry Strategies | C-17,18 | Lecture |
| Unit-II | Market Entry Modes: Exporting, Contractual Agreements, and Foreign Direct Investment | C-19,20,21 | Lecture |
| Unit-II | Evaluating Foreign Markets: Market Screening and Country Analysis | C-22,23 | Lecture |
| Unit-II | Market Segmentation and Targeting in International Markets | C-24,25 | Lecture |
| Unit-II | Product Adaptation and Standardization Strategies | C-26,27 | Lecture |
| Unit-II | Pricing Strategies in International Marketing | C-28,29 | Lecture |
| Unit-II | Distribution Channel Strategies for Global Markets | C-30,31 | Lecture |
| Unit-II | Clarification Class | C-32 | Clarification Class |
| Unit-II | Class Assignment III | C-33 | Class Assignment |
| Unit-II | Presentation II | C-34 | Presentation |
| Unit-III | International Marketing Mix | C-35 | Lecture |
| Unit-III | Product and Brand Management in Global Markets | C-36 | Lecture |
| Unit-III | Promotional Strategies in International Marketing | C-37 | Lecture |
| Unit-III | Integrated Marketing Communication (IMC) in | C-38,39 | Lecture |

| | | | |
|---|---|---|---|
| | Global Campaigns | | |
| Unit-III | Digital Marketing and E-commerce in International Context | C-39,40 | Lecture |
| Unit-III | International Retailing and Global Distribution Strategies and Customer Relationship Management (CRM) in International Markets | C-41 | Lecture |
| Unit-III | Clarification Class | C-42 | Clarification Class |
| Unit-III | Class Assignment 4 | C-43 | Class Assignment |
| Unit-III | Presentation 3 | C-44 | Presentation |
| Unit-III | Home Assignments | | Home Assignments |
| Unit-IV | Managing International Marketing Operations | C-45 | Lecture |
| Unit-IV | Global Supply Chain Management | C-46,47 | Lecture |
| Unit-IV | International Logistics and Transportation | C-48,40 | Lecture |
| Unit-IV | Cross-Cultural Negotiation and Relationship Building | C-50,51 | Lecture |
| Unit-IV | Managing Global Marketing Teams and Partnerships | C-52 | Lecture |
| Unit-IV | Performance Measurement and Control in International Marketing | C-53-54 | Lecture |
| Unit-IV | Activity | C-55 | Activity |
| Unit-IV | Quiz | C-56 | Quiz |
| Unit-IV | Crisis Management and Risk Mitigation in Global Markets | C-57,58 | Lecture |
| Unit-IV | Revision | C-59 | Lecture |
| Unit-IV | Clarification Class | C60 | Clarification Class |

**BBAE26006 – International Finance and Currency Markets**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| Unit-I | Introduction to International Finance | C-1,2 | Lecture |
| Unit-I | Overview of International Finance | C-3,4 | Lecture |
| Unit-I | Theories of Exchange Rate Determination | C-5,6 | Lecture |
| Unit-I | Balance of Payments Analysis | C-7,8 | Lecture |
| Unit-I | International Monetary System | C-9,10 | Lecture |
| Unit-I | Foreign Exchange Markets: Structure and Functions | C-11,12 | Lecture |
| Unit-I | Group Discussion | C- 13,14 | Group Discussion |
| Unit-I | Clarification Class | C-15 | Clarification Class |
| Unit-I | Class Assignment I | C-16 | Class Assignment |
| Unit-I | Home Assignments | | Home Assignments |
| Unit-II | Exchange Rate Regimes and Policies | C-17,18 | Lecture |
| Unit-II | Fixed vs. Floating Exchange Rate Systems | C-19,20 | Lecture |
| Unit-II | Managed Floating and Pegged Exchange Rates | C-21,22 | Lecture |
| Unit-II | Currency Boards and Dollarization | C-23,24 | Lecture |
| Unit-II | Exchange Rate Policy Tools: Interest Rates, Money Supply, and Intervention | C-25,26 | Lecture |
| Unit-II | Optimal Currency Areas and Currency Unions | C-27,28 | Lecture |
| Unit-II | Clarification Class | C-29 | Clarification Class |
| Unit-II | Class Assignment II | C-30 | Class Assignment |
| Unit-II | Presentation I | C-31 | Presentation |
| Unit-III | International Capital Flows and Financial Markets | C-32,33 | Lecture |
| Unit-III | international Financial Institutions: IMF, World Bank, and Regional Development Banks | C-34,25 | Lecture |
| Unit-III | Capital Mobility and Capital Flows | C-36,37 | Lecture |
| Unit-III | Determinants of Foreign Direct Investment (FDI) and Portfolio Investment | C-38,39 | Lecture |
| Unit-III | Financial Crises and Contagion | C-40,41 | Lecture |
| Unit-III | Clarification Class | C-42 | Clarification Class |
| Unit-III | Class Assignment III | C-43 | Class Assignment |
| Unit-III | Presentation II | C-44 | Presentation |
| Unit-III | Home Assignments | | Home Assignments |
| Unit-IV | Currency Risk Management and Hedging Strategies | C-45,46 | Lecture |

| | | | |
|---|---|---|---|
| Unit-IV | Currency Risk Exposure: Transaction, Translation, and Economic Exposure | C-47,48 | Lecture |
| Unit-IV | Foreign Exchange Risk Measurement and Quantification | C-49,50 | Lecture |
| Unit-IV | Presentation III | C-51,52 | Presentation |
| Unit-IV | Currency Derivatives: Forward Contracts, Futures, Options, and Swaps | C-53,54 | Lecture |
| Unit-IV | Hedging Techniques and Strategies | C-55,56 | Lecture |
| Unit-IV | Class Assignment IV | C-57 | Class Assignment |
| Unit-IV | Hedging Techniques and Strategies | C-58,59 | Lecture |
| Unit-IV | Clarification Class | C-60 | Clarification Class |

**BBAE26007 – Cross-Cultural Management**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| Unit-I | Introduction to Cross-Cultural Management | C-1,2 | Lecture |
| Unit-I | Understanding Culture and its Impact on Organizations | C-3 | Lecture |
| Unit-I | Cultural Dimensions and Frameworks (e.g., Hofstede, Trompenaars, and Hall) | C-4,5 | Lecture |
| Unit-I | Class Assignment I | C-6 | Class Assignment |
| Unit-I | Cultural Intelligence (CQ) and its Importance in Global Business | C-7,8 | Lecture |
| Unit-I | Challenges and Opportunities of Cross-Cultural Management | C-9,10 | Lecture |
| Unit-I | Cultural Adaptation and Adjustment Strategies | C-11,12 | Lecture |
| Unit-I | Presentation I | C-13 | Presentation |
| Unit-I | Ethical and Social Responsibility | C-14 | Lecture |
| Unit-I | Considerations in Cross-Cultural Contexts | C-15,16 | Lecture |
| Unit-I | Clarification Class | C-17 | Clarification Class |
| Unit-I | Class Assignment II | C-18 | Class Assignment |
| Unit-I | Home Assignments | | Home Assignments |
| Unit-II | Leadership and Communication Across Cultures Cross-Cultural Communication Competence High-Context vs. Low-Context Communication Cultures | C-19 | Lecture |
| Unit-II | Language and Nonverbal Communication in Cross-Cultural Settings, Leading and Managing Diverse Teams, Conflict Resolution and Negotiation in Cross-Cultural Contexts | C-20 | Lecture |
| Unit-II | Cultural Variations in Leadership Styles and Approaches | C-21,22 | Lecture |
| Unit-II | Cross-Cultural Communication Competence | C-23 | Lecture |
| Unit-II | High-Context vs. Low-Context Communication Cultures | C-24,25 | Lecture |
| Unit-II | Language and Nonverbal Communication in Cross-Cultural Settings | C-26 | Lecture |
| Unit-II | Quiz | C-27 | Quiz |
| Unit-II | Leading and Managing Diverse Teams | C-28,29 | Lecture |
| Unit-II | Conflict Resolution and Negotiation in Cross-Cultural Contexts | C-30,31 | Lecture |
| Unit-II | Clarification Class | C-32 | Clarification Class |
| Unit-II | Class Assignment III | C-33 | Class Assignment |
| Unit-II | Presentation II | C-34 | Presentation |
| Unit-III | Managing Diversity and Inclusion | C-35 | Lecture |
| Unit-III | Diversity in Global Workforces | C-36,37 | Lecture |
| Unit-III | Inclusive Leadership Practices | C-38,39 | Lecture |
| Unit-III | Promoting Diversity and Inclusion in Organizations | C-40,41 | Lecture |
| Unit-III | Clarification Class | C-42 | Clarification Class |

| | | | |
|---|---|---|---|
| Unit-III | Class Assignment IV | C-43 | Class Assignment |
| Unit-III | Presentation III | C-44 | Presentation |
| Unit-III | Home Assignments | | Home Assignments |
| Unit-IV | Global Talent Management and HR Practices | C-45,46 | Lecture |
| Unit-IV | Recruitment and Selection Across Cultures | C-47,48 | Lecture |
| Unit-IV | Training and Development for Cross-Cultural Competence | C-49,50 | Lecture |
| Unit-IV | Performance Management in Global Contexts | C-51,52 | Lecture |
| Unit-IV | Expatriate Management and Cross-Cultural Assignments | C-53,54 | Lecture |
| Unit-IV | Quiz | C-55 | Quiz |
| Unit-IV | Cross-Cultural Training and Development Programs | C-56,57 | Lecture |
| Unit-IV | Succession Planning and Career Development in Multinational Organizations | C-58,59 | Lecture |
| Unit-IV | Clarification Class | C60 | Clarification Class |

**BBAE27005 – Affiliate marketing**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| Unit-I | Introduction to Affiliate Marketing | C-1 | Lecture |
| Unit-I | History of Affiliate Marketing, | C-2,3 | Lecture |
| Unit-I | The basis of Affiliate Marketing | C-4,5 | Lecture |
| Unit-I | How affiliate Marketing works, | C-6 | Lecture |
| Unit-I | Affiliate Program payment methods | C-7,8 | Lecture |
| Unit-I | Cookies and Affiliates | C-9 | Lecture |
| Unit-I | Tiered Affiliate Marketing | C-10 | Lecture |
| Unit-I | Cross selling and up selling | C-11,12 | Lecture |
| Unit-I | Multi-tier marketing and commissions | C-13 | Lecture |
| Unit-I | Presentation I | C-14 | Presentation |
| Unit-I | List of affiliate marketing software | C-15,16 | Lecture |
| Unit-I | Clarification Class | C-17 | Clarification Class |
| Unit-I | Class Assignment I | C-18 | Class Assignment |
| Unit-I | Home Assignments | | Home Assignments |
| Unit-II | Affiliate Marketing Platforms | C-19 | Lecture |
| Unit-II | Affiliate marketing with Commission Junction | C-20 | Lecture |
| Unit-II | Affiliate Marketing with Link share | C-21 | Lecture |
| Unit-II | Affiliate Marketing with One Network Direct | C-22 | Lecture |
| Unit-II | Affiliate Marketing with Share a Sale, Affiliate Marketing with Pilums | C-23 | Lecture |
| Unit-II | Affiliate Marketing with Amazon Associates | C-24 | Lecture |
| Unit-II | Affiliate Marketing with Flex offers | C-25 | Lecture |
| Unit-II | Affiliate Marketing with click bank | C-26,27 | Lecture |
| Unit-II | Quiz | C-28 | Quiz |
| Unit-II | Affiliate Marketing with Commission | C-29 | Lecture |
| Unit-II | So up, Affiliate Marketing with Local affiliate Programs | C-30,31 | Lecture |
| Unit-II | Clarification Class | C-32 | Clarification Class |
| Unit-II | Class Assignment II | C-33 | Class Assignment |
| Unit-II | Presentation II | C-34 | Presentation |
| Unit-III | Enrolling in an Affiliate Marketing Program | C-35 | Lecture |
| Unit-III | Signing up as an Affiliate | C-36 | Lecture |
| Unit-III | Logging in to your affiliate account | C-37 | Lecture |
| Unit-III | Integrating Affiliate Links into your websites | C-38 | Lecture |
| Unit-III | Monitoring affiliate performance and tracking sales | C-39,40 | Lecture |
| Unit-III | Clarification Class | C-41 | Clarification Class |
| Unit-III | Class Assignment III | C-42 | Class Assignment |
| Unit-III | Presentation III | C-43 | Presentation |
| Unit-III | Home Assignments | | Home Assignments |
| Unit-IV | Tips and tricks to improve affiliate Marketing: | C-44 | Lecture |
| Unit-IV | Affiliate Links and how to deal with them | C-45 | Lecture |
| Unit-IV | Promoting your affiliate program, Overcoming the challenges of affiliate marketing | C-46 | Lecture |

| | | | |
|---|---|---|---|
| Unit-IV | Performing market analysis and market research | C-47 | Lecture |
| Unit-IV | Market strategies Establishment, | C-48 | Lecture |
| Unit-IV | Affiliate Marketing and organic Search Optimization | C-49 | Lecture |
| Unit-IV | Clarification Class | C-50 | Clarification Class |
| Unit-V | Types of Affiliate Marketing, Search affiliates | C-51 | Lecture |
| Unit-V | Class Assignment IV | C-52 | Class Assignment |
| Unit-V | Price comparison service website | C-53 | Lecture |
| Unit-V | Loyalty websites | C-54 | Lecture |
| Unit-V | Cause related and coupon websites | C-55 | Lecture |
| Unit-V | Content and niche market website | C-56 | Lecture |
| Unit-V | Personal weblogs and website syndicates | C-57 | Lecture |
| Unit-V | Email marketing and shopping directories | C-58 | Lecture |
| Unit-V | Registration or co-registration affiliates, File sharing affiliates | C-59 | Lecture |
| Unit-V | Clarification Class | C-60 | Clarification Class |

**BBAE27006 – Digital Media Analytics**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| Unit-I | Introduction to Digital Marketing | C-1,2 | Lecture |
| Unit-I | Evolution of Digital Marketing | C-3,4 | Lecture |
| Unit-I | Importance and Scope | C-5,6 | Lecture |
| Unit-I | The Digital Consumer & Communities Online | C-7,8 | Lecture |
| Unit-I | Digital Marketing Landscape | C-9,10 | Lecture |
| Unit-I | Quiz | C-11 | Quiz |
| Unit-I | Clarification Class | C-12 | **Clarification Class** |
| Unit-I | Class Assignment I | C-13 | Class Assignment |
| Unit-I | Home Assignments | | Home Assignments |
| Unit-II | Social Media Marketing | C-14 | Lecture |
| Unit-II | Adwords | C-15 | Lecture |
| Unit-II | ORM | C-16,17 | |
| Unit-II | Search Engine Marketing | C-18,19 | |
| Unit-II | Pay-Per-Click (PPC) | C-20,21 | Lecture |
| Unit-II | Online Advertising | C-22,23 | |
| Unit-II | Social Media Strategy | C-20,21 | Lecture |
| Unit-II | Customer Engagement | C-24,25 | |
| Unit-II | Activity | C-26 | Activity |
| Unit-II | Seminar | C-27 | Seminar |
| Unit-II | Quiz | C-28 | Quiz |
| Unit-II | Webinar | C-29 | Webinar |
| Unit-II | Clarification Class II | C-30 | Clarification Class |
| Unit-II | Class Assignment | C-31 | Class Assignment |
| Unit-II | Presentation I | C-32 | Presentation |
| Unit-III | Affiliate Marketing | C-33,34 | Lecture |
| Unit-III | Strategic Partnerships | C-35,36 | Lecture |
| Unit-III | Affiliate Marketing Networks | C-37,38 | Lecture |
| Unit-III | Email Marketing and Content Strategies | C-39,40 | Lecture |
| Unit-III | Clarification Class | C-41 | Clarification Class |
| Unit-III | Class Assignment III | C-42 | Class Assignment |
| Unit-III | Presentation II | C-43 | Presentation |
| Unit-III | Home Assignments | | Home Assignments |
| Unit-IV | CRM & CX in Digital Marketing | C-44,45 | Lecture |
| Unit-IV | Data and Analytics | C-46,47 | Lecture |
| Unit-IV | Social Listening and Web Analytics | C-48,49 | Lecture |
| Unit-IV | Clarification Class | C-50 | Clarification Class |
| Unit-V | Social Media Analytics | C-51,52 | Lecture |
| Unit-V | Presentation III | C-53 | Presentation |
| Unit-V | Mobile Marketing, | C-54,55 | Lecture |
| Unit-V | Class Assignment IV | C-56 | Class Assignment |
| Unit-V | Integrating Digital and Social Media Strategies | C-57,58 | Lecture |
| Unit-V | Quiz | C-59 | Quiz |
| Unit-V | Clarification Class | C-60 | Clarification Class |

**BBAE27007 – Social Media Marketing**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| Unit-I | Introduction to Social Media Marketing | C-1 | Lecture |
| Unit-I | Overview of social media marketing | C-2 | Lecture |
| Unit-I | Importance and benefits | C-3 | Lecture |
| Unit-I | Social media platforms and their demographics | C-4 | Lecture |
| Unit-I | Building and Managing Social Media Profiles | C-5 | Lecture |
| Unit-I | Creating optimized social media profiles | C-6 | Lecture |
| Unit-I | Profile management tools and techniques | C-7 | Lecture |
| Unit-I | Establishing brand voice and identity | C-8 | Lecture |
| Unit-I | Clarification Class | C-9 | Clarification Class |
| Unit-II | Content Creation and Curation | C-10 | Lecture |
| Unit-II | Creating engaging content for social media Content curation best practices, | C-11 | Lecture |
| Unit-II | Presentation I | C-12 | Presentation |
| Unit-II | Social media Content curation best practices, Visual content creation tools and resources | C-13 | Lecture |
| Unit-II | Social Media Advertising- Introduction to social media advertising | C-14 | Lecture |
| Unit-II | Targeting options and ad formats, Creating effective ad campaigns | C-15,16 | Lecture |
| Unit-II | Class Assignment I | C-17 | Class Assignment |
| Unit-II | Clarification Class | C-18 | Clarification Class |
| Unit-II | Home Assignment I | | Home Assignments |
| Unit-III | Audience Engagement and Community Building | C-19,20 | Lecture |
| Unit-III | Strategies for audience engagement | C-21 | Lecture |
| Unit-III | Quiz | C-22 | Quiz |
| Unit-III | Building and nurturing communities | C-23 | Lecture |
| Unit-III | Handling customer inquiries and feedback | C-24,25 | Lecture |
| Unit-III | Social Media Analytics and Measurement | C-26,27 | Lecture |
| Unit-III | Key metrics and KPIs | C-28 | Lecture |
| Unit-III | Analyzing social media data, | C-29,30 | Lecture |
| Unit-III | Optimization strategies based on insights. | C-31 | Lecture |
| Unit-III | Clarification Class | C-32 | Clarification Class |
| Unit-III | Class Assignment II | C-33 | Class Assignment |
| Unit-III | Presentation II | C-34 | Presentation |
| Unit-IV | Influencer Marketing and Partnerships | C-35,37 | Lecture |
| Unit-IV | Understanding influencer marketing, | C-38,39 | Lecture |
| Unit-IV | Finding and collaborating with influencers | C-40,41 | Lecture |
| Unit-IV | Class Assignment III | C-42 | Class Assignment |
| Unit-IV | Presentation III | C-43 | Presentation |
| Unit-IV | Home Assignments | | Home Assignments |
| Unit-IV | Negotiating partnerships and sponsorships | C-44,46 | Lecture |
| Unit-IV | Clarification Class | C-47 | Clarification Class |

| | | | |
|---|---|---|---|
| Unit-V | Industry Trends and Future Outlook | C-48,49 | Lecture |
| Unit-V | Emerging trends in social media marketing | C-50,51 | Lecture |
| Unit-V | Case studies and success stories | C-52,54,53 | Lecture |
| Unit-V | Class Assignment 4 | C-55 | Class Assignment |
| Unit-V | Strategies for staying updated and adapting to changes | C-56,57,58 | Lecture |
| Unit-V | Quiz | C-59 | Quiz |
| Unit-V | Clarification Class | C-60 | Clarification Class |

**GEC066003– Intellectual Property Rights - GE-7 Group A**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| Unit-I | Introduction to Intellectual Property (IP) and Role of IP in Economic and Cultural Development | C-1 | Lecture |
| Unit-I | IP Governance and Global Indicators | C-2 | Lecture |
| Unit-I | Origin and History of IP in India | C-3 | Lecture |
| Unit-I | Major Amendments in IP Laws in India | C-4 | Lecture |
| Unit-I | Home Assignment | | Home Assignment |
| Unit-I | Indian Web Portals for Patents and Technologies | C-5 | Lecture |
| Unit-I | World Intellectual Property Organization (WIPO) and Key Treaties | C-6 | Lecture |
| Unit-I | Classroom Assignment I | C-7 | Classroom Assignment |
| Unit-I | Case study analysis of a significant IP law amendment in India | C-8 | Activity |
| Unit-I | Presentation I | C-9 | Presentation |
| Unit-I | Different aspects of WIPO and its key treaties.<br>World Intellectual Property Organization (WIPO) and Key Treaties | C-10 | Lecture |
| Unit-I | Clarification Class | C-11 | Clarification Class |
| Unit-II | Conditions for Patent Protection | C-12 | Lecture |
| Unit-II | Class Assignment II | C-13 | Class Assignment |
| Unit-II | Rights and Enforcement of Patents, Patentable and Non-patentable Inventions, Patent Infringements and Process | C-14 | Lecture |
| Unit-II | Quiz | C-15 | Quiz |
| Unit-II | Commercialization and Need for a Patent Attorney | C-16 | Lecture |
| Unit-II | Patent Forms, Fee Structure, and Types of Applications | C-17 | Lecture |
| Unit-II | Draft a patent claim for a hypothetical invention. | C-18 | Lecture |
| Unit-II | Fair Use Doctrine and Internet Copyright Issues | C-19 | Lecture |
| Unit-II | Mock patent application filing. | C-20 | Activity |
| Unit-II | Copyrights: Classes, Criteria, Ownership, and Infringements | C-21 | Lecture |
| Unit-II | Quiz | C-22 | Activity |
| Unit-II | Clarification Class | C-23 | Clarification Class |
| Unit-II | Webinar | C-24 | Webinar |
| Unit-II | Activity | C-25 | Activity |
| Unit-III | Trademark Eligibility, Application, and Registration Process | C-26 | Lecture |
| Unit-III | Industrial Designs: Eligibility, Acts, Registration, and Duration | C-27 | Lecture |
| Unit-III | Geographical Indications: Acts, Ownership | C-28 | Lecture |
| Unit-III | Role-playing exercise for filing a trademark application. | C-29 | Activity |
| Unit-III | Case study analysis of a geographical indication registration. | C-30 | Activity |

| | | | |
|---|---|---|---|
| Unit-III | Presentation II | C-31 | Presentation |
| Unit-III | Q&A on trademarks and industrial designs, different aspects of trademark law. | C-32 | Quiz |
| Unit-III | Create a hypothetical trademark and go through the application process. | C-33 | Classroom Assignment |
| Unit-III | Geographical Indications: Rights, and Registration | C-34 | Lecture |
| Unit-III | Clarification Class | C-35 | Clarification Class |
| Unit-III | Activity | C-36 | Activity |
| Unit-IV | Mock session on trademark dispute resolution. (Role Play) | C-37 | Activity |
| Unit-IV | Industrial Visit | C-38,39 | Industrial Visit |
| Unit-IV | Webinar | C-40 | Webinar |
| Unit-IV | Criteria, Protection, and Enforcement of Trade Secrets | C-41 | Lecture |
| Unit-IV | Traditional Knowledge Significance and Protection | C-42 | Lecture |
| Unit-IV | Semiconductor Integrated Circuits Layout Design: Registration and Infringements | C-43,44 | Lecture |
| Unit-IV | Protection of Plant Varieties and Breeders Rights: Need, Registration, and Duration | C-45,46 | Lecture |
| Unit-IV | National Biodiversity Authority and Biological Diversity Act | C-47 | Lecture |
| Unit-IV | Case study on the protection of traditional knowledge. | C-48 | Activity |
| Unit-IV | Quiz | C-49 | Quiz |
| Unit-IV | Group discussion on the enforcement of trade secrets. | C-50,51 | Group Discussion |
| Unit-IV | Activity | C-52 | Activity |
| Unit-IV | Write a report on the significance of the Biological Diversity Act. | C-53 | Classroom Assignment |
| Unit-IV | Presentation III | C-54 | Presentation |
| Unit-IV | Group Discussion | C-55 | Group Discussion |
| Unit-IV | Activity | C-56 | Activity |
| Unit-IV | Revision | C-57,58 | Lecture |
| Unit-IV | Quiz | C-59 | Quiz |
| Unit-IV | Clarification Class | C-60 | Clarification Class |

**GEC066005– Research Problem, Interpretation and Report Writing – (From the pool of GE-8 Group A)**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| Unit-I | Syllabus, Pedagogy & Defining the Research Problem-Introduction to Research Problems | C-1 | Lecture |
| Unit-I | Research Problem | C-2 | Lecture |
| Unit-I | Characteristics of a Good Research Problem | C-3 | Lecture |
| Unit-I | Selecting a Research Problem, Importance of Defining the Research Problem | C-4 | Lecture |
| Unit-I | Techniques for Defining a Research Problem | C-5 | Lecture |
| Unit-I | Framing a Hypothesis: Basics | C-6 | Lecture |
| Unit-I | Examples and Practice of Framing Hypotheses | C-7,8 | Lecture |
| Unit-I | Webinar | C-9 | Webinar |
| Unit-I | Class Assignment I | C-10 | Classroom Assignment |
| Unit-I | Clarification Class | C-11 | Clarification Class |
| Unit-I | Presentation I | C-12 | Presentation (PPT) |
| Unit-II | Testing of Hypotheses- Introduction to Hypotheses, what is a Hypothesis? | C-13 | Lecture |
| Unit-II | Quiz | C-14 | Quiz |
| Unit-II | Activity | C-15 | Activity |
| Unit-II | Basic Concepts in Hypothesis Testing | C-16 | Lecture |
| Unit-II | Hypothesis Testing Procedure: Overview | C-17 | Lecture |
| Unit-II | Take Home Assignment | | Home Assignment |
| Unit-II | Detailed Steps in Hypothesis Testing | C-18 | Lecture |
| Unit-II | Flow Diagram for Hypothesis Testing | C-19 | Lecture |
| Unit-II | Measuring the Power of a Hypothesis Test | C-20 | Lecture |
| Unit-II | Important Parametric Tests | C-21 | Lecture |
| Unit-II | Limitations of Hypothesis Tests | C-22 | Lecture |
| Unit-II | Introduction to Quantitative Methods | C-23 | Lecture |
| Unit-II | Class Assignment II | C-24 | Classroom Assignments |
| Unit-II | Clarification Class | C-25 | Clarification Class |
| Unit-II | Presentation II | C-26 | Presentation (PPT) |
| Unit-III | Interpretation- Introduction to Interpretation | C-27 | Lecture |
| Unit-III | Meaning of Interpretation | C-28 | Lecture |
| Unit-III | Techniques for Effective Interpretation | C-29,30 | Lecture |
| Unit-III | Activity | C-31 | Activity |
| Unit-III | Precautions in Interpretation | C-32 | Lecture |
| Unit-III | Examples of Good Interpretation Practices | C-33 | Webinar |
| Unit-III | Webinar | C-34 | Lecture |
| Unit-III | Class Assignment III | C-35 | Classroom Assignments |
| Unit-III | Presentation III | C-36 | Presentation |

| | | | |
|---|---|---|---|
| Unit-III | Clarification Class | C-37 | Clarification Class |
| Unit-IV | Report Writing- Introduction to Report Writing | C-38 | Lecture |
| Unit-IV | Significance of Report Writing | C-39 | Lecture |
| Unit-IV | Steps in Writing a Research Report | C-40 | Lecture |
| Unit-IV | Layout of the Research Report | C-41 | Lecture |
| Unit-IV | Types of Reports | C-42 | Lecture |
| Unit-IV | Oral Presentation Techniques | C-43 | Lecture |
| Unit-IV | Mechanics of Writing a Research Report | C-44 | Lecture |
| Unit-IV | Precautions for Writing Research Reports | C-45 | Lecture |
| Unit-IV | Group Discussion | C-46 | Group Discussion |
| Unit-IV | Class Assignment IV | C-47 | Classroom Assignments |
| Unit-IV | Clarification Class | C-48 | Clarification Class |
| Unit-V | Computer Applications-Introduction to Computer Applications in Research | C-49 | Lecture |
| Unit-V | Role of Computers for Researchers | C-50 | Lecture |
| Unit-V | Digital Materials for Research | C-51 | Lecture |
| Unit-V | Data Collection from the Internet | C-52 | Lecture |
| Unit-V | Understanding Public Domain and Use of Internet Materials | C-53 | Lecture |
| Unit-V | Clarification Class | C-54 | Clarification Class |
| Unit-V | Take Home Assignment | | Home Assignments |
| Unit-V | Revision | C-55 | Lecture |
| Unit-VI | Style Sheet-Style of the Text in Research Writing | C-56 | Lecture |
| Unit-VI | Correct Use of Words, Spellings, and Usages | C-57 | Lecture |
| Unit-VI | Punctuation Rules and Usage | C-58 | Lecture |
| Unit-VI | Final Overview: Using Style Sheets in Research Writing | C-59 | Lecture |
| Unit-VI | Clarification Class | C-60 | Clarification Class |

**Note:**
This is a tentative lesson plan. The same may change from faculty to faculty as per the teaching pedagogy adopted by the faculty.

**----------End Document----------**



RNB Global University

Digitally signed by RNB Global University
DN: cn=RNB Global University, o=RNB Global University, ou=Office of the Administrative and Academic Audit
Cell Reason: Reason: I am the author of this document
Location:
Date: 2026-08-31 14:18+05:30